

OUR APPROACH

Audience Definition

For this campaign, we created custom polygons around several of the popular lakes as well as their competitors' locations, in order to serve a digital ad to their mobile device once they are located within the geofence.

Digital Ad Design & Traffic

Various ad sets were designed for use in programmatic advertising. Ads were sequentially served to cold traffic slowly converting them into warm traffic based on audience interaction with the ad sets.

Daily Lead Generation – Visitor Append Pixel

Everyday First Direct would collect leads as a result of the Digital Ad Campaign traffic. When users visited the landing page, we were able to match data back to the user from a pixel fire. (Visitor Append Pixel)

Postcard Design, Print & Mail

With that matched back data, we then mailed a postcard to those that visited their landing page as a result from their digital ad traffic.

CASE STUDY:

Digital Display, Visitor Append Pixel & Print/Mail

Industry: Boat Dealership

Overview

This boat dealership customer has been in the industry for over 40 years with continuing to maintain the largest service department in the area.

Combined, their staff has over 100 years of experience. They are committed to boaters in their DMA and carry the honor of being voted one of the best and Top 100 dealerships in America 14 years in a row.

RESULTS/CONCLUSION

Although this campaign is currently active, the results have been great thus far.

Campaign Dates: April 1 – August 31, 2020

Website Stats from Digital Traffic

Pages Visited:
1,635
New Digital Users:
860

Digital Ad Stats:

Impressions:
21,518
Clicks: 1,990
CTR: 9.25%

Visitor Append Pixel Stats:

Unique Visitors:
34,973
Visitors Match : 33%

