

CASE STUDY

AUDIENCE INSIGHT

Tactics: Geo-Fencing, Skynet, Website Insight, Search and Keyword, Category Contextual

RUN DATE: 11 Months

TOTAL IMPRESSIONS: 1,088,754



.18%

Overall Click Through Rate

270

Total Conversions

29,578

Consumer Shoppers Records

2,006

Clicks

CLIENT

A full service new and used car dealership that serves Pensacola, FL and surrounding areas.

GOAL

Drive website traffic and foot traffic through a highly targeted display campaign.

CAMPAIGN

CHALLENGE

This Audi Dealership is located in Pensacola, FL (population 52,590 with a median age of 40). This is one of two domestic car dealerships within the area that is easily accessible to customers.

STRATEGY

Create a fluid budget where with ability to optimize based on performance. Targeting key dealerships within the market, and individuals that are actively searching for new vehicles.