

Rapid City Rush Geo-Fencing

– Case Study –

Geo Fencing

Geo-Fencing was a developing advertising media making a splash nationally but was relatively unexplored locally.

Item

Military Geo-Fencing AD

Results

We ran a mobile geo-fencing campaign from August to December 2015, geo-fencing Ellsworth Air Force Base and South Dakota National Guard's Camp Rapid serving ads to people located within those locations. The display ads drove them to a custom ticket sales landing page with military discounts.



Over the 5 months, we delivered

606,189

impressions

and drove

1,522

clicks to the landing page

with a

0.30%

click through rate

We increased our military tickets sales during the 2015-2016 season by over

25%

year prior due to the campaign.

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LET'S WORK TOGETHER

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