

GET INCREDIBLE RESULTS WITH GEO FENCING

How to use device ID and micro-proximity to reach new and repeat clientele for home remodeling and repair.

OBJECTIVE

The goal for this client was to reach new and repeat clientele for home remodeling and repair.

CHALLENGE

The client wanted to stand out among their competitors offering similar services and was looking for a way to drive sales across the board.



SOLUTION

We recommended a combination of micro-proximity and device ID. In addition, we advised the client to keep their creative messaging fresh each month to have a fresh new promotion while targeting their ideal client base.

RESULTS

Their three-month campaign generated 5,694 clicks with a .14% organic click-through rate (CTR).

KEY FINDINGS

To determine where your target market is or has been, think outside the box. The client spent a lot of time and strategy deciding which locations to target with device ID and micro-proximity.

OVER 5,000 LOCALIZED CLICKS