

NEW ORLEANS BAKERY GEO-FENCES MARDI GRAS

OVERVIEW

A local bakery in New Orleans wanted to capitalize on the large number of visitors in town for Mardi Gras. They enlisted the help of Insane Digital to take advantage of new geo-fencing technology and other tactics to target people in the area of the Mardi Gras parades in order to increase foot traffic into the bakery and drive up CTR.

SOLUTION

The advertiser outlined multiple Mardi Gras parade routes and our team created target zones to match. We added and removed geo-fences to align with the parade schedules and delivered different creative for different geo-fences. Additionally, the campaign incorporated search retargeting at the keyword level, category contextual targeting and site retargeting. After launch, our team and our multivariate algorithms worked to enhance the campaign by optimizing keywords and geo-fences, adjusting the frequency cap and blacklisting poorly performing domains mid-flight.

RESULTS

We were able to deliver a CTR of .11%, exceeding the client's initial goal of achieving a CTR of .08%.

1.3X+
CLIENT GOALS

CATEGORY
FOOD

CAMPAIGN GOAL
.08% CTR

CAMPAIGN RESULT
.11% CTR