

LOCAL RESTAURANT DRIVES WEB AND FOOT TRAFFIC

CHALLENGE

A local cafe and bar was looking to promote a variety of specials and drive in-person visits. They enlisted the help of Insane Digital to utilize geo-fencing with conversion zones technology to more precisely reach their target audience and to measure and report on online-to-offline conversions.

SOLUTION

Insane Digital and the advertiser developed a strategy of geo-fencing with conversion zones and site retargeting to effectively reach their target market of nearby users with high loyalty potential. As the restaurant is located in a city center, our team drew a custom-shaped geo-fence around the downtown area to reach users in close proximity and then built a conversion zone around the restaurant to measure users who were served an ad and then visited the restaurant. After launch, Insane Digital and our multivariate algorithms worked to optimize the campaign midflight including updating the frequency cap, adjusting dayparting to ensure timely delivery, and swapping creative to align with promotional periods.

RESULTS

Over the six-month campaign, we were able to deliver more than 1,000 geo-fence conversions, defined as the number of individuals who entered the geo-fence, were delivered an advertisement, and then visited the advertiser's restaurant. Additionally, the campaign achieved a high CTR of .19%.

1,062

**GEO-FENCE
CONVERSIONS**

**CATEGORY
RESTAURANT**

**CAMPAIGN LENGTH
6 MONTHS**

**CAMPAIGN RESULT
.19% CTR**