

# PET BOARDING BUSINESS DRIVES GEO-CONVERSIONS

## OVERVIEW

A pet boarding business was looking to build awareness among their target market and to increase foot traffic with a programmatic video campaign. They enlisted the help of Insane Digital to utilize geo-fencing with conversion zones technology and several other programmatic advertising tactics with the goal of achieving a .1% CTR and tracking online-to-offline conversions.

## SOLUTION

Insane Digital and the advertiser developed a comprehensive strategy of geo-fencing with conversion zones, keyword search retargeting and category contextual targeting. The team built custom-shaped geo-fences around local veterinarian offices and pet stores, then drew a conversion zone around the advertiser's location to track users who entered a geo-fence, were served an ad, and then visited the boarder. Additionally, the team established custom keywords and categories to reach individuals searching for and reading about pets online. After launch, Insane Digital and our multivariate algorithms made mid-flight adjustments to improve performance including removing poorly performing keywords, categories and domains.

## RESULTS

We delivered a CTR of .29%, nearly tripling the client's initial goal of .1%. Additionally, the advertiser was able to measure 16 conversions from users who entered a geo-fence, were served an ad, and then visited their physical location.

16

GEO-FENCE CONVERSIONS

CATEGORY  
PETS

CAMPAIGN LENGTH  
3 MONTHS

CAMPAIGN CTR  
.29%