

POLICE ACADEMY TARGETS NEW ACADEMY RECRUITS

OVERVIEW

A local police department was looking to recruit a new incoming class of officers. They enlisted the help of Insane Digital to more precisely target men and women looking for career changes, post-military work, college alternative options and more. The goal was to achieve a CTR higher than the industry average of .08-.1%.

SOLUTION

Our team developed a comprehensive geo-targeted strategy of search retargeting at the keyword level and site retargeting. With quick learning from the campaign launch, our team was able to optimize and remove poorly-performing keywords, blacklist specific domains to more precisely target their audience, and implement impression caps to maximize budget and reach.

RESULTS

Through multiple tactics and optimizations, we delivered a CTR of .11%, exceeding the industry average and the client's goal of a .08-.1% CTR.

.11% CTR
CAMPAIGN RESULT

CATEGORY
PUBLIC SERVICE

CAMPAIGN GOAL
.08-.01% CTR

CAMPAIGN LENGTH
1 MONTH