

PRIVATE SCHOOL REACHES FAMILIES WITH GEO-FENCING

CHALLENGE

A private secondary school was looking to build awareness among its target audience. They enlisted the help of Insane Digital to utilize new geo-fencing technology and several other programmatic advertising tactics to target parents and grandparents of middle school and high school students, particularly those in sports, with the goal of achieving a .1% CTR.

SOLUTION

Insane Digital and the advertiser developed a comprehensive strategy of geo-fencing, keyword search retargeting, site retargeting and mobile geo-optimization to reach parents and guardians in the area interested in private schooling. The advertiser determined important locations with high concentrations of relevant parents including nearby malls, athletic clubs, adventure parks, recreational centers and more. We then drew geo-fences around each location. The team also built a custom keyword list with hundreds of terms related to private schooling, religious education, local churches, schools, activities, and more. After campaign launch, Insane Digital and our multivariate algorithms worked to further improve the campaign mid-flight by adding and removing keywords, filtering web domains, and adjusting the frequency cap.

RESULTS

Through multiple tactics and optimizations, we delivered a .21% CTR, more than doubling the client's initial goal.

2X+

CLIENT GOAL

CATEGORY
EDUCATION

CAMPAIGN RESULT
.21% CTR

CAMPAIGN GOAL
.1% CTR