

TAX PREP SERVICE DRIVES LOYALTY AND WEBSITE VISITS

OVERVIEW

A tax preparation firm was looking to build awareness among its target audience, drive loyalty from existing customers, and stay top-of-mind during tax season. They enlisted the help of Insane Digital to utilize geo-fencing technology and several other programmatic advertising tactics with goals to achieve a .12% CTR and increase traffic to their website.

SOLUTION

Our team developed a comprehensive strategy of keyword search retargeting, site retargeting, category contextual targeting, mobile geo-optimization, and geo-fencing. The team built a geo-fence around the advertiser's physical storefront location to retarget existing customers, driving loyalty and remaining top-of-mind. With quick learning from the campaign launch, Insane Digital and our multivariate algorithms made in-flight optimizations to improve campaign performance, including removing a frequency cap to maximize reach, implementing dayparting to ensure timely delivery, and blacklisting domains.

RESULTS

Over the one-month duration of the campaign, we delivered a CTR of .32%, more than tripling the goal.

3X+
CAMPAIGN GOAL

CATEGORY
TAX

CAMPAIGN GOAL
.1% CTR

CAMPAIGN RESULT
.32% CTR