

Geofencing

THE BETHANY FENWICK CHAMBER OF COMMERCE

Use location-based technology to target your ads to mobile users who are on websites and apps within a virtual perimeter.

OBJECTIVE

To increase pre-registrations for the The Bethany Fenwick Chamber of Commerce's Annual Ocean to Bay Bike Tour

SOLUTION

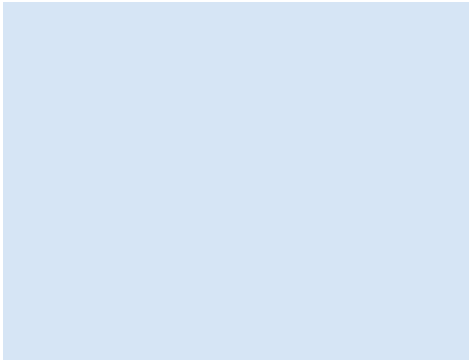
A location-based mobile advertising (geofencing) campaign was used to reach cycling enthusiasts in several different geographical markets. The banner ads directed target audiences to a pre-registration form where they submitted their email address. Our clients used this list to remarket to these individuals when registration opened.



RESULTS

89 unique email addresses were collected as a direct result of this campaign. Registration for the 2016 'Century' ride doubled from the previous year for that race segment.

Impressions..... **129,839**
Clicks..... **322**
CTR..... **0.26%**



320x250 px banner ad



320x50 px banner ad