

# Geo-Fencing

## DART FIRST STATE

*Use location-based technology to target your ads to mobile users within a virtual perimeter. Reach audiences who are on a variety of websites and apps while browsing on their smartphones.*

### OBJECTIVE

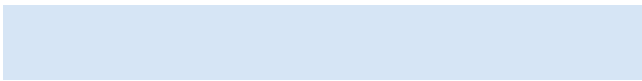
To make tourists at the Delmarva beaches aware that a convenient bus route operated in the resort communities throughout the summer.

### SOLUTION

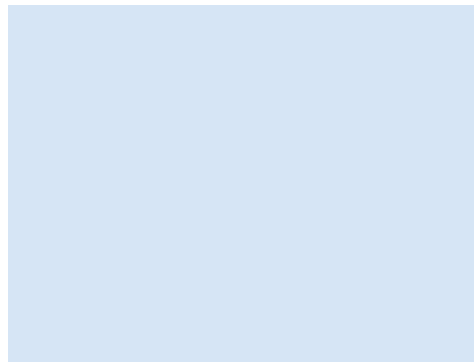
The client along with DBCi created a geo-fencing campaign and selected areas to fence where frequent beach traffic occurs throughout the summer including major intersections and downtown areas.

### RESULTS

Impressions.....201,024  
Clicks ..... 468  
Click Through Rate .....23%



320x50 px banner ad



320x250 px banner ad