



ENTERTAINMENT

CRUSHING THIS SKATEPARK'S AWARENESS CAMPAIGN

 TWIN FALLS, IN



GOAL

- The goal of this campaign was to increase awareness and foot traffic.
- This local skatepark was looking to get people to use their coupon offers to drive more visitors.

CHALLENGES

- The challenge of this campaign was the limited ad sets we had; the only ads they were running were advertising a special deal coupon.
- The click-through submitted brought users to a jpg that they were supposed to download, which wasn't a great User Experience.

RESULTS

- The campaign was performing very poorly with just running the coupon advertisement. We recommended that they submit general awareness creatives to run in all tactics and use the coupon creatives for site retargeting only.
- Due to the poor initial creative they were driving a CTR of only .09% to their coupon. After our team's recommendation, people gained awareness of this skatepark from their regular tactics and the coupon ads drove a CTR of .12% in the Site Retargeting Tactic.
- We were able to increase their total site conversion by over 600%, with a 55% increase in clicks and conversion rate.

.12%

CLICK THROUGH RATE

600%

INCREASE IN SITE
CONVERSIONS

55%

INCREASE IN CLICKS &
CONVERSION RATE

