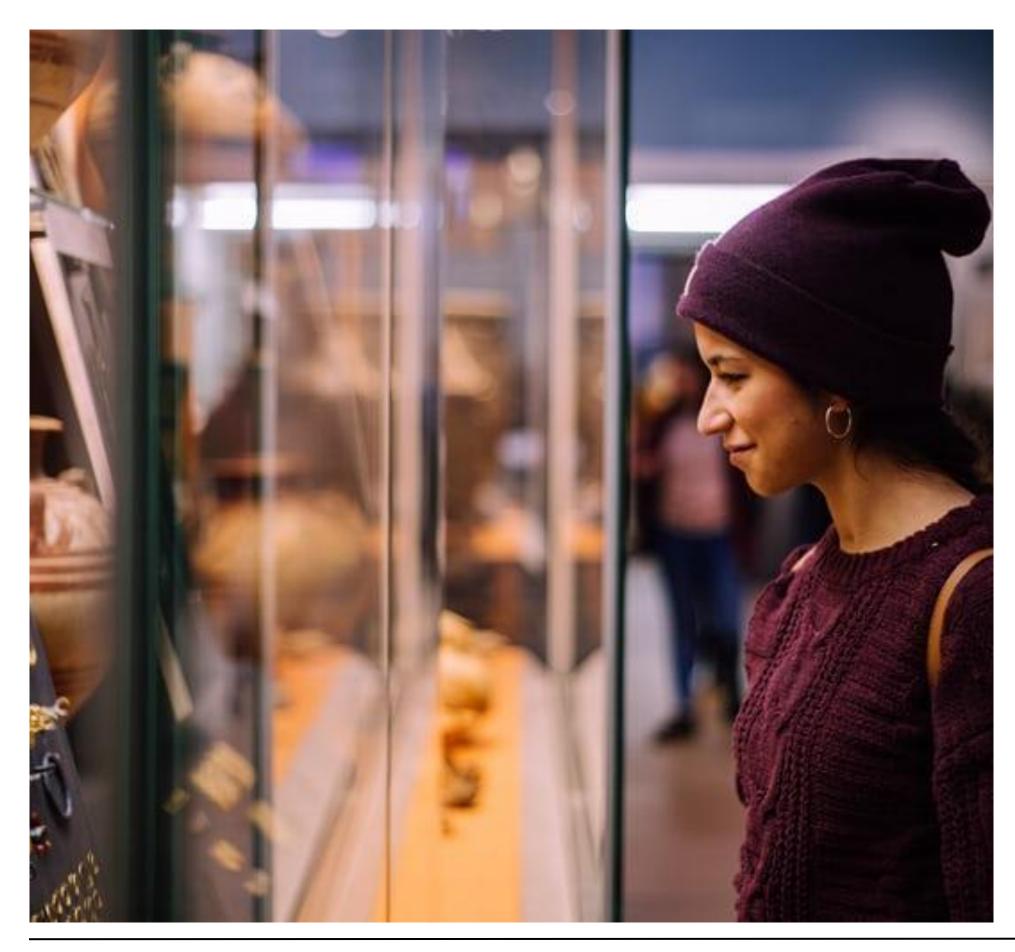
OVERVIEW SUCCESS STORIES







ENTERTAINMENT **HELPING A MUSEUM INCREASE THEIR ATTENDANCE**

📀 COLUMBUS, GA



GOAL

Attendance at this National Museum had stagnated, so the \rightarrow client turned to programmatic advertising to boost attendance.

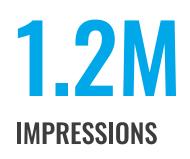
 \rightarrow shot. .

CHALLENGES

This client had very little experience with audience targeting but their attendance had hit a stand still so they gave it a

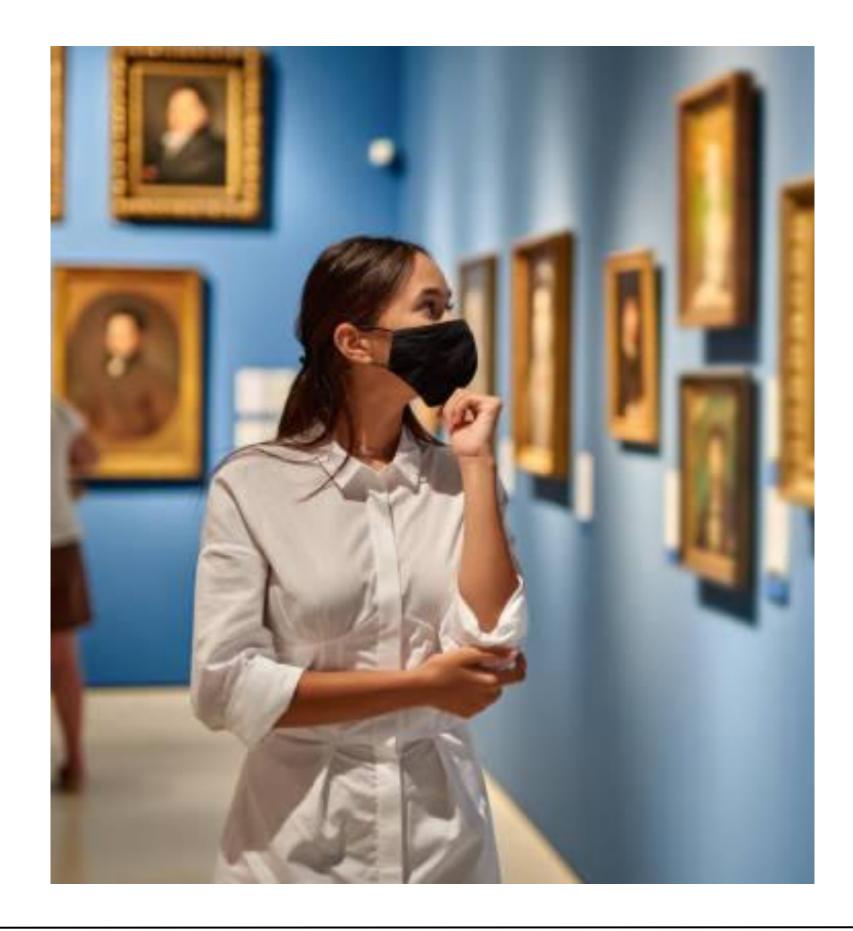
RESULTS

- This client's campaign served over 1.2 million impressions over a large \rightarrow geo target between June 2019 - February 2020.
- An average 0.17% CTR was achieved throughout the time period \rightarrow specified above. And a VCR of 46%.
- Geo-fencing was allocated roughly 7% of the campaigns budget and \rightarrow generated 29 geo-conversions with a 126% geo-lift.





VCR



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