



ENTERTAINMENT

HELPING A MUSEUM INCREASE THEIR ATTENDANCE

 COLUMBUS, GA



GOAL

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

CHALLENGES

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

RESULTS

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

1.2M

IMPRESSIONS

126%

GEO-LIFT

46%

VCR

