

# Case Study

## Fireworks Retailer Shines Bright with Diamond Media Solutions

---

### Overview

A multi-location fireworks retailer was looking to promote a coupon offer and drive in-store visits leading up to Independence Day. It enlisted the help of Diamond Media Solutions to utilize Geo-Fencing technology and other targeting tactics to more precisely reach its intended audience, drive up its CTR, and track online-to-offline conversions.

**351  
Visits**  
Campaign  
Result

**0.20%  
CTR**  
Campaign  
Result

### Solution

Our team developed a comprehensive strategy of Geo-Fencing with Conversion Zones to target competitor locations and track offline visits to the retailer's stores. The advertiser created a custom coupon to be used in-store, which it promoted exclusively via this campaign. We also implemented Search Retargeting at the keyword level and Site Retargeting to reach the advertiser's intended audience. After launch, Diamond Media Solutions and our multivariate algorithms worked to further optimize the campaign by updating its frequency capping and adjusting its keywords to maximize performance. Due to the early success of the Geo-Fencing tactic, the team shifted the majority of the advertiser's budget to it.

### Results

Through multiple tactics and post-launch optimizations, Diamond Media Solutions delivered a 0.20% CTR, exceeding the client's goal of 0.10%. Further, the Geo-Fencing tactic generated 351 in-store conversions and more than 100 in-store redemptions of the custom coupon.

