

Case Study

Non-Profit Center Reaches Neighbors With Diamond Media Solutions

Overview

A non-profit center was looking to build awareness about its upcoming holiday drives and increase its CTR. It enlisted the help of Diamond Media Solutions to target individuals in specific neighborhoods near its pop-up donation centers, and it planned to measure the number of individuals who visited one of its holiday drives after receiving an ad.

**150
VISITS**
Campaign
Result

0.20%
CTR
Campaign
Result

Solution

Diamond Media Solutions and the advertiser developed a strategy of Geo-Fencing with Conversion Zones. The client identified the location of four pop-up donation centers, and the team built target fences that covered a 10-block radius around each center to retarget individuals who visited the fences. The team also built Conversion Zones around the exact locations of each donation center to measure the number of people who received an ad and then visited one of the holiday drives. After campaign launch, Diamond Media Solutions and our multivariate algorithms made several mid-flight optimizations, including filtering website domains.

Results

With quick learning over the two-week campaign, the advertiser achieved a 0.20% CTR. It also generated 150 offline conversions to the pop-up holiday drives.

