

Case Study

New Home Developer Drives In-Person Visits With Diamond Media Solutions

Overview

A home developer was looking to drive potential buyers to visit new homes. It enlisted the help of Diamond Media Solutions to run a mobile advertising campaign utilizing Geo-Fencing with Conversion Zones technology and other programmatic tactics. The goal was to more precisely reach its target audience and track online-to-offline conversions while achieving a 0.10% CTR.

49
VISITS
Campaign
Result

0.11%
CTR
Campaign
Result

Solution

The team developed a comprehensive strategy of Search Retargeting, Site Retargeting, Geo-Fencing with Conversion Zones, and mobile geo-optimization. Diamond Media Solutions built target fences around home improvement stores with Conversion Zones around each of the advertiser's new home developments. Additionally, the campaign utilized Event Targeting to reach users who attended a local college football game. After launch, the team made optimizations to improve the campaign's performance, including blacklisting domains and updating the frequency cap to ensure proper delivery.

Results

Over the course of the two-month campaign, Diamond Media Solutions delivered 49 offline conversions, measuring the number of users who entered a target fence, received an ad, and then visited one of the new home developments. Additionally, the campaign exceeded the performance goal with a CTR of 0.11%.

