

Case Study

Apartment Complex Converts With Geo-Fencing From Diamond Media Solutions

Overview

An apartment complex for senior citizens was looking to advertise a rent-free promotion and drive inquiries from potential new residents. It enlisted the help of Diamond Media Solutions to utilize Geo-Fencing technology and several other tactics to more accurately reach its target audience and drive visits to both its website and physical location.

\$4.51
CPV
Campaign
Result

0.41%
CTR
Campaign
Result

Solution

The client identified key locations to reach its target audience, and the Diamond Media Solutions team built target fences around those sites. The campaign also featured Category Contextual targeting and Search Retargeting at the keyword level to reach users who were interested in senior living facilities. Midway through the campaign, the client decided to implement a Conversion Zone around the apartment complex in order to measure the number of individuals who received an ad and later visited it in-person. Diamond Media Solutions and our multivariate algorithms worked to continually optimize the campaign by adjusting keywords, category contextual elements, and more.

Results

Over the month-long campaign, Diamond Media Solutions delivered a 0.41% CTR, more than quadrupling the industry's average CTR of 0.08% – 0.10%. With our Conversion Zone tool, the client also tracked 109 visits to the apartment complex for a Cost Per Visit (CPV) of \$4.51.

