



CASE STUDY

Business & Industrial

Display, Device ID & Pre-roll

MOVING COMPANY RECORDS 678 CONVERSIONS FROM TOP-FUNNEL CAMPAIGN

Industry

Business & Industrial—Logistics & Transportation

Campaign Length

One Month

Objective

The client aimed to drive qualified bookings and increase inquiries (phone calls) to their moving services.

Challenge

The ability to track and report on conversion metrics was highly important to this advertiser.

Solution

Our recommendation included combining Competitive Display, Device ID, and Pre-roll video for a top-of-funnel awareness campaign. Behavioral and demographic targets were used to hone in on college students seeking moving services, and university campuses were geo-fenced to track foot traffic. A pixel was placed on the client's website to track conversions.

Results

The one-month campaign served over 550,000 impressions and saw a .14 click-through rate (CTR). 581 clicks to the client's website were recorded.

Reporting reveals that 678 conversions (phone calls and website visits) were identified. For a \$6,000 campaign, the client was ecstatic with the number of conversions this campaign achieved.

Key Findings

Placing a pixel on a client's website, or on specific landing pages, can record conversions for Programmatic Display campaigns. This allows for the most robust tracking and reporting available.

Depending on the conversion goals set, pixels can either be placed on landing pages such as "Contact Us" or "Products & Services", or on all pages.