

Case Study:

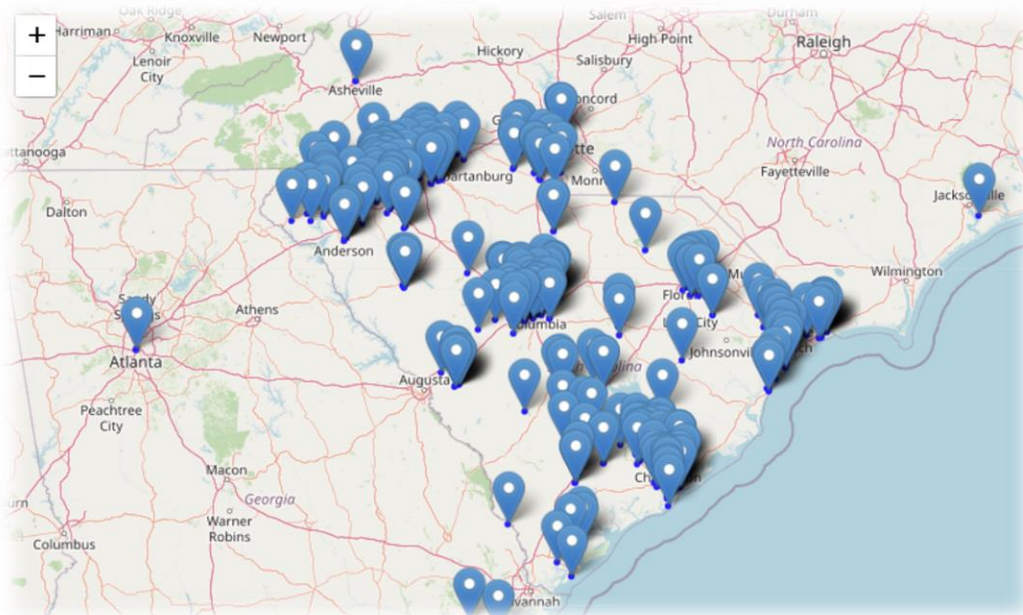
Lat Long Geofencing

Lat Long Geofencing Drives Results for New Luxury Condos

Goal: Prospect for users in the target market for a luxury vacation condo, serving them images of their future waterfront views and driving interested users to the Condo's website.

Channel: In-App Display

Targeting: Lat Long geofences of exclusive Golf Courses and Country Clubs across the east coast, employing behavioral targeting to reach the ideal customer while they are in a certain frame of mind, without additional data costs.



Results: 0.17% CTR

The campaign drove 509 interested users in the target market to the Condo Complex's website, with an overall cost per click of \$1.53 and CTR of 0.17%, exceeding industry averages.

