

Overview

Campaign Focus

Aesthetic Services & Cosmetic Procedures

Campaign Length

6 Months

Objectives

Drive foot traffic to 4 NJ locations.

Products Utilized

- Device ID / Geo Fencing
- Display

Results

Impressions

966,218

Clicks

2,731

Unique Responders

1,604

Total Visits

1,974

Strategies & Solutions

- We recommended Device ID/Geo Fencing targeting families whom had 1 or more children living in the household in a specific geographical location.
- Campaign optimizations were made throughout its entirety to increase physical foot traffic to all 4 New Jersey locations.
- The campaign was renewed multiple times due to the client's satisfaction with the results.