

Overview

Campaign Focus

Increase Awareness

Campaign Length

6 Months

Objectives

Digital strategy to compliment PPC/EMAIL with the goal to increase awareness via web traffic for a "Forbes 2023 Best In Wealth Management" financial services company

Products Utilized

- Device ID/Geo Fencing
- Display

Results

Impressions

442,933

Clicks

274

Click-Thru Rate

.06%

Strategies & Solutions

- We recommended a device ID & display campaign targeting interests and web content. (ie: personal wealth management, retirement, and specific occupations researching financial services.)
- Tier 1 top inventory sources for ad placement included SmartNews, Yahoo, Daily Mail, USA Today, MSN, & AOL.