

Display Advertising

Fager's Island

Audience Targeting is a cost-effective and efficient way to pinpoint your ideal audience based on geography, demographics, interest, and behavior wherever they may be on the Internet.

RESULTS

- Impressions: 101,657
- Ad Engagements: 3,176
- Total Site Visits: 458
- Clicks: 115
- View Throughs: 343

Objective

Promote Fager's Island's famous Monday Night Deck Party early in the season to locals before the tourists arrive for the summer.



Solutions

A 1-month Display Advertising campaign targeted to locals who would be likely to come out to Fager's Island for the Deck Parties.

