

GEOFENCING

Beach Liquors



Use location-based technology to target your ads to mobile users within a virtual perimeter. Reach audiences who are on a variety of websites and apps while browsing on their smartphones.

RESULTS

- Total # of Impressions: 101,031
- Total # of Clicks: 272
- Click Through Rate: .27%*

Objective

Increase brand awareness amongst the tourist population and to increase foot traffic to Beach Liquors' two locations.



Solutions

Geo Fencing campaign to target people on the beaches close to the store locations. Fences were placed around beaches and hotels within 1 mile of the Fenwick and Bethany Beach locations.

