

GEOFENCING

DART First State



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

- **Impressions:** 201,024
- **Clicks:** 468
- **Click Through Rate:** .23%

Objective

To make tourists at the Delaware Beaches aware that a convenient bus route operated in the resort communities throughout the summer.



Solutions

The client along with DBCi created a Geofencing campaign and selected areas to fence where frequent beach traffic occurs throughout the summer including major intersections and downtown areas.

