

CASE STUDY: AUTOMOTIVE- OTHER

Car wash chain with seven locations targeted devices seen at competitive car washes.

Included multiple display ad sizes.

Local car wash chain with seven locations ran a 2-month campaign conquering competitor locations in the same markets.

Targeting tactics included conquering devices seen at competitor locations across 7 different markets.

Budget: \$14,000

Impressions Contracted: 1,400,000

Impressions Delivered: 1,840,598

Creatives: Multiple display ad sizes

0.20%

CTR

0.10%

Above Industry
Standard

3,600+

Clicks from
devices seen at
competitors