

# CASE STUDY: B2B

Multinational manufacturing supplier of aluminum, metals and steel conquered competitors.

Included multiple display ad sizes.

Canadian and US based steel, aluminum and metal manufacturing company targeted competitor locations throughout the US and Canada.

Targeting tactics focused exclusively on devices seen at specific targeted lists of competitor locations. This was an annual campaign that impacted over 100 client locations across the US and Canada. Each client location typically targeted devices seen at 6-8 competitor locations with ad messaging.

Budget: \$213,000

Impressions Contracted: 25,055,811

Impressions Delivered: 28,508,608

Creatives: Multiple display ad sizes

**2,341**

In location  
visits

**0.44%**

CTR

**15M+**

Unique Devices  
reached