

CASE STUDY: TRAVEL PLAZA

Campaign for a business that owned multiple travel plazas targeting travelers and consumers near specific travel/truck stops on major highways around St. Louis, MO area.

Included a mix of standard banner ad sizes .

Multiple Travel Plazas: 10-month campaign targeting new travelers and conquering competitor locations.

Targeting tactics included audience targeting to known travelers, as well as targeting mobile devices identified at competitive travel plazas in the St. Louis DMA.

Budget: \$37,000

Contracted Impressions: 4,562,500

Impressions delivered: 5,181,108

Devices seen at client locations that saw digital ads: 12,688

Creatives: Multiple display ad sizes

.35%

CTR

5.1M+

Impressions
Delivered

40

Average daily
visitors to client
locations