

# CASE STUDY: ENTERTAINMENT

Corporate event and wedding venue targeted newly engaged couples.

Included a mix of standard banner ad sizes .

## Local Corporate event and wedding venue promoted awareness.

Campaign targeted newly engaged couples, people contextual viewing wedding content and event space information. Targeted geo was within 20 miles of event space. Was able to maximize budget and deliver bonus impressions with effective campaign optimizations and retargeting.

Budget: \$8,500

Run Dates: October-December

Contracted Impressions: 526,667

Impressions delivered: 667,991

Creatives: Multiple display ads sizes including strong call to action with retargeting ads.

**20**

**Mile radius  
geofence**

**.15%**

**CTR**

**140K+**

**Bonus  
Impressions**