

OVERVIEW

Client

Construction equipment supplier

Campaign Length

Six months

Geography

Southern and Eastern U.S.

Total Investment

\$15,000

Objectives

Drive quality leads and sales.

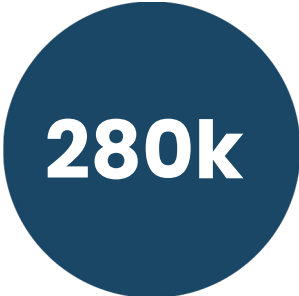
Products Used

Search Engine Marketing (SEM)

Device ID (DID)

Dominant Display

RESULTS

**280k**

Impressions

**1.6k**

Clicks

**.56%**

Click-through
rate

**142**

Total
conversions

Within two months, the advertiser sold out all in-stock and incoming inventory, moving to pre-orders and calling the campaign a huge success.

STRATEGY AND SOLUTIONS

- This advertiser had a niche audience with a very narrow potential audience. We targeted specific customers with precision tactics to ensure every advertising dollar reached the right audience.
- Our team implemented a multi-channel strategy using Device ID, Dominant Display and SEM to drive high-quality leads and equipment sales.
- Device ID targeted trade show attendees, while Dominant Display reached businesses that likely to need heavy equipment attachments.
- SEM captured increased search activity driven by brand awareness.