

CASE STUDY

DISPLAY GEO FENCE / PROGRAMMATIC WITH FMiD

Animal Health Company uses GEO Fence to Reach Ranchers at National Convention



THE CHALLENGE

A leading animal health company wanted to reach ranchers attending the annual national convention to promote their booth presence at the show and their parasite control product. Reaching only ranchers visiting the host city and individuals at the convention site was paramount to scaling the campaign for efficiency and effectiveness.

THE SOLUTION

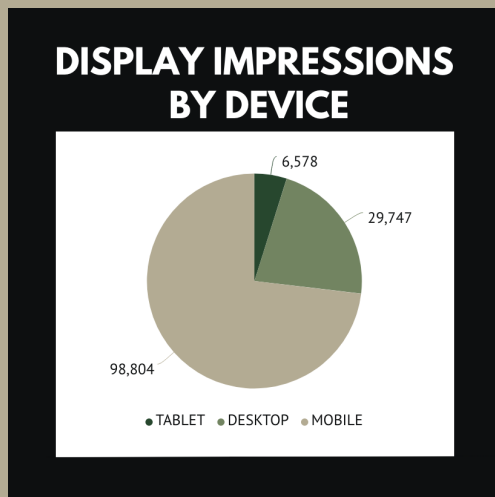
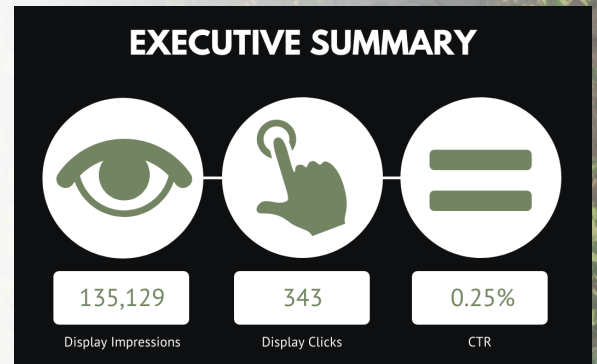
Display banner ads offered the ability to reach the target audience regardless of which website or app the individual visited. Geo targeting the host city but limited to 1+ beef ranchers and geo fencing of the event site ensured an efficient and effective reach of the target audience.

SAMPLE OF INVENTORY

- AccuWeather iOS App
- CBS Sports Android App
- MyRadar NOAA iOS App
- NOLA.com
- TheWeatherChannel Android App
- Weather By Weatherbug iOS App
- Weather Underground iOS App
- WWL-TV News iOS App
- www.nytimes.com
- www.si.com
- www.vox.com

THE RESULTS

Ranchers and attendees were reached throughout the city during the four days including at the airport, hotel, restaurants, and convention center. Booth traffic was brisk and awareness of the parasite control product brand increased. Campaign scale was achieved using BRN's programmatic technology but also made very efficient when coupled with FMiD's target audience data.



KEY LEARNINGS

Two display banner flights were paired together to ensure the entire target population was covered while minimizing waste within the campaign during the four day event. The first flight used tight geo-targeting in the host city paired with the FMiD 1+ beef rancher segment. The second flight was a 1km GEO fence around the event location. This one-two punch provided a tremendous vehicle for reaching the targeted livestock audience.