



GEOFENCING CLICKS_

A Triad Case Study

A location-based digital marketing effort generates 10x industry average click-throughs.



A Large Tax Management Company Gets Clicks

A large tax management company wanted to reach new prospects in the E&P, midstream and oilfield services markets. Triad used a new approach to answer the challenge.

Challenge

Triad came up with innovative ideas to support the client's participation in a major oil and gas industry leadership conference. This event featured senior executives from public and private energy companies and the financial sector.

Insights

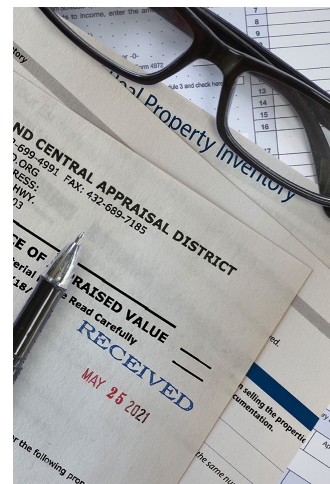
The event provided a unique chance to find key decision makers in one place. However, the conference did not mirror a traditional trade show. An innovative approach was needed to generate and engage prospects.

Solution

Triad designed a Geofencing and Retargeting Campaign to engage smartphone users within the convention center, event hotels, and nearby airport. GeoFencing began on set-up day and continued until the conference ended. Retargeting started after the event and continued for 30 days. Digital ads in various sizes drove clicks to the client's website.

Results

Triad reached more than 2,600 industry leaders through GeoFencing, with a 2.42% click-through rate during the conference event. Retargeting delivered 60,000 ad impressions. The overall campaign netted 358 click-throughs at \$3.35 per click.



We meet B2B challenges.

Triad is a full-service B2B agency that works closely with client teams to address their unique marketing challenges. We develop solutions to drive sales, build engagement with prospects and customers, and increase lead generation.

Our No Limits Thinking™ creates communications solutions that add value to your B2B marketing efforts. With a full range of agency capabilities – from print and video to Triad 3D™ digital services – we help B2B marketing teams reach their goals.

Addressing our clients' complex B2B challenges has made Triad one of the Southwest's most awarded B2B agencies.



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