

1:05

Richmond, VA

Wed, May 26, 15:00

NOW

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19:00

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75% 2

RJ's TruckStop REDEEM NOW

0 87% ≈ 8mph 0 72°158°

^{75°/58°}

- 74°/60°

³ 75°/61°

18:00

23%

0 45% ⊜ 7 mph

07%

⇒ 3mph

0 15% *♣* 5mph

16:00 17:00

GET 10% OFF your next oil change

Today

Thu

Fri

Sat

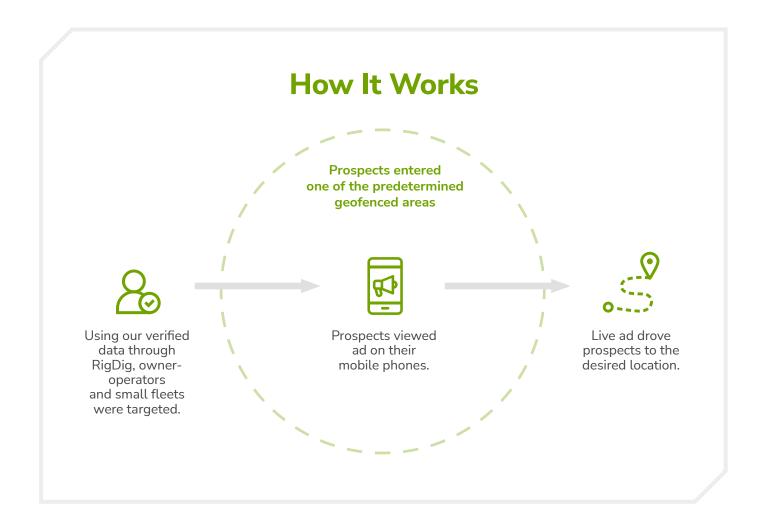
Sun

CASE STUDY

RANDALL REILLY

The Goal

To support our client's upcoming oil change promotion, a two-month geofencing campaign was implemented across ten locations and six states. When pre-qualified prospects entered the designated area, they were targeted and shown a redemption coupon.





The Outcomes

	Impressions	Clicks	O Visits	Conversion Rate
Texas	313K	246	78	32%
Indiana	241K	200	69	35%
Georgia	80K	65	140	215%
South Carolina	81K	67	34	51%
Connecticut	160K	114	37	32%
Oklahoma	80K	72	48	67%



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had prospects redeem the promotion



Of those 7 locations, a total of **165 promotions** were redeemed



Those 7 locations had additional sales totaling \$59K



295% ROI



Our Client Received

Fleet Company	Dealer Location	Leads/Visits
Tota	l	406
Company V: 285 Park Ave, Pooler, GA 31322	7051 HWY 21 PORT WENTWORTH GA 31407	7
Company W. 9 Silver Lake Dr, Rincon, GA 31326	7051 HWY 21 PORT WENTWORTH GA 31407	7
Company X: 7051 5 Desert Blvd, Canutillo, TX 79835	2015 ANTONIO ST STE C ANTHONY TX 79821	5
Company Y: 501 Old Richmond Rd, Port Wentwrth, GA 31407	7051 HWY 21 PORT WENTWORTH GA 31407	4
Company Z:	12706 ACCESS 1250 SOUTH HAUBSTADT IN 47639	4



Contact your Sales Representative today and begin geofence targeting your ideal audience to drive revenue growth, foster new prospects, and secure market share.





We are the **growth platform** for **vital industries** such as transportation, construction and agriculture. Through a combination of people and technology, we give our clients **unique capabilities** to sell to and serve their end customers better. We create better **relationships**, better **insights**, and better **results** in sales, recruiting and other essential services that drive sustainable growth for our clients.

For more information, visit: www.randallreilly.com.