

# Increase visits with data-driven geofencing



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.

## How It Works





## The Outcomes

	 Impressions	 Clicks	 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%





## Our Client Received

Fleet Company	Dealer Location	Leads/Visits
Total		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 S Desert Blvd, Canutillo, TX 79835	2015 ANTONIO ST STE C ANTHONY TX 79821	5
Company Y: 501 Old Richmond Rd, Port Wentworth, GA 31407	7051 HWY 21 PORT WENTWORTH GA 31407	4
Company Z: 1011 E Warrington Rd, Macleod, IN 47639	13706 ACCESS 1350 SOUTH HALLSTADT IN 47639	4



### Total Results



**2**

Months



**955K**

Impressions



**764**

Clicks



**406**

Visits



**\$36.94**

Cost-per-visit



**53%**

Conversion Rate

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.

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