



# Targeted Display

Reach out to your direct audience with Amplified's digital targeting solutions



## CASE STUDIES

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# Case Studies by Vertical

- Auto
- Education
- Health
- Home Improvement
- Legal
- Manufacturing
- Political
- Real Estate
- Restaurant



# Auto



There is **NO** Competitor's  
Price on A New Vehicle  
That We Won't Beat!  
• **PERIOD!**

**Bob Brady Hyundai** 

**Lowest Prices GUARANTEED**



**NEW 2015 HYUNDAI SONATA**



**\$18,988**

America's Best Warranty  
10-Year/100,000-Mile  
Powertrain Limited Warranty

**CLICK HERE**

**Bob Brady Hyundai** 



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## OBJECTIVE:

To grow market share in current market as well as a specific surrounding market for New Hyundai and Honda

## TARGETING:

Advanced Audience, Contextual, Run of Network, Site Retargeting (3 websites: Honda, Hyundai, Auto Mall), Hyperlocal (1 mile radius around 5 competitors)

## MARKET:

Decatur

## BUDGET:

Total Retail: \$18,500

## RESULTS:

Impressions: 2,164,587

Clicks: 4,979

CTR: .24%

In the first 60 days customer saw an increase of vehicles sold in targeted market go from an average of 2-3 units monthly to 20-26 monthly.

Customer resigned for 26 more weeks at \$2000 a week all new digital buy and we are looking to expand to other markets with an additional buy

Site traffic to the Hyundai and Honda sites increases over 400%



# Auto

## Don Miller Chrysler - Needs

Dealer was primarily looking to drive sales of their specialty models – Grand Cherokee and Jeep. The client has had success in the past pushing their other popular model (Subaru) on local websites, but decided to focus their campaign on the mobile and video side to engage buyers in the marketplace. In addition, they used local high-impact ads to increase their message on a more visible scale.

Don Miller Chrysler wanted to expand its audience beyond the traditional print and television audience that it had been so accustomed to, so mobile and video was naturally the next step.

## Don Miller Chrysler - Objectives

In the end, Don Miller Chrysler opted to reach active buyers through mobile and YouTube. By casting a net that spread over Dane County, their campaign allowed not only for an increase in customers, but an increase in traffic and help in general branding as well. And as a way not to have their message watered down, Don Miller Chrysler produced three YouTube videos to rotate during the busy holiday season. This was another way that the client expanded its brand.

## SPECIFICS

Mobile Hyperlocal – targeted to Dane County  
YouTube – Three videos highlighting both Grand Cherokee and Jeep



## RESULTS

Through the first month-plus of the campaign, Don Miller Chrysler has seen its hyperlocal campaign achieve a CTR of over 1.1%. It's primarily YouTube video received over 80 views per day over the first month, with nearly 20% of the viewers watching the video in its entirety.

Using high-impact ads on Madison.com produced even more satisfying results, particularly Don Miller Chrysler's mobile and desktop interstitial ads. The mobile interstitial reached CTRs over 3%, while the desktop interstitial achieved a CTR over 8%. Over its first month of delivery, Don Miller Chrysler delivered varying messages over multiple platforms that produced robust results and a boost in traffic and interested buyers as the holiday season neared.



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# Auto



The advertisement features a yellow and black color scheme. At the top left, the text reads "STALKUPS RV SUPERSTORE". To the right, a black circle contains the text "MAY 11-15 10AM-11AM ONLY!". Below this, a graphic shows a hammer and a gavel with "5/15" written on it, next to the text "THE STAUCTION". The main text in large, bold letters says "LIVE FACEBOOK AUCTION". Below that, it says "5 UNITS x 5 DAYS ONLY". A large yellow button with black text says "CLICK HERE". At the bottom, a black bar contains the text "LOW RESERVE • INCREDIBLE SAVINGS SERIOUS BIDDING".

**OBJECTIVE:**

To get people engaged in bidding on Facebook, as well as getting customers to come to their lot

**TARGETING:**

Contextual, RON, Site, Website and demographic targeting

**MARKET:**

Casper

**BUDGET:**

Total Retail: \$5,500

**RESULTS:**

In the first day, the dealership sold 2 units and one more during the auction. Also resulted in additional foot traffic at the lot with folks using their mobile phones to bid during the auction dates.



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# Education



## OBJECTIVE:

Ivy Tech wanted to increase awareness of their educational programs on a local level. They wanted to communicate a message that they are the first stepping stone to a better career. Being that this is a competitive market for community college, they really wanted to appeal to the audience that is under-employed and could benefit greatly from IVY Tech.

## Solutions Pitched

Audience Extension  
Geo-Targeted Mobile

The challenge; IVY Tech has seven different campuses all of which are unique demographics. We needed each campaign to reflect the targeted audience in each market.

**Goal;** To increase engagement through relevant ad copy and a simplified message of Take your First Step with Ivy Tech. We choose seven different sets of creative, one for each market. We targeted users by age 18-48, a household income between \$40-\$60 with an interest in education. We also included geo-targeted mobile to help support a strong response.

## RESULTS:

\$31,000 in incremental digital revenue for Northwest Indiana in two months!  
Strong Results with an overall CTR of .1631.  
Since the initial \$31,000 the client has purchased another \$7000 targeted display campaign for their CDL program



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# Health



**Do you suffer from:**  
Stress? Headaches? Back Pain? Arthritis?  
Sinus Issues? Acid Reflux?  
Digestive Issues?  
PMS or Menopause Symptoms?

Acupuncture may be able to help YOU!

**\$39**  
Treatment Special  
[CLICK HERE](#)

 Acupuncture & Holistic Health Associates

**OBJECTIVE:**

To gain more customers and appointments

**TARGETING:**

Contextual, Mobile RON, Advanced Audience, Mobile Tap to Call

**MARKET:**

Racine

**BUDGET:**

Total Retail: \$3,000

**RESULTS:**

Impressions: 545,520

Clicks: 1,221

CTR: .22%

Averaged about 7 unique calls per week. Advertiser is pleased and looking to increase their monthly budget to gain more exposure and increase market share.



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# Health



## OBJECTIVE:

To increase brand awareness and bring in new patients within the Madison DMA.

## TARGETING:

Advanced Audience (parenting toddlers and babies), Topic/Contextual (dental care), Pre-Roll RON, Hyperlocal (5 miles around competitive dental offices)

## MARKET:

Madison

## BUDGET:

Total Retail: \$34,000 (\$17,000 wholesale)  
Monthly Retail: \$3,400 (\$1,700 wholesale)

## RESULTS:

Impressions: 1,393,017  
Clicks: 3,680  
CTR: .26%

Avg. of 199 new patients per month and had to hire new support staff a new doctor to keep up with their new business.



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# Home Improvement



**OBJECTIVE:**

To drive more traffic to website and attract more business from outlying communities

**TARGETING:**

Site retargeting

**MARKET:**

Decatur

**IMPRESSIONS:**

June: 1,027

August: 7,431

**QUOTE FROM CLIENT:** We have a strong reputation in Decatur, but were really hoping to branch out a little further. Since beginning the campaign, we have seen quite a lot of traffic increase to our website. So much so that our "Site Retargeting" portion of our buy has gone from 1,027 impressions in June to 7,431 in August. Our click-thru rate has been very steady, but most importantly to me, I have received feedback. I love hearing people tell me that they've seen my ad. Usually, I hear people tell me that they've seen our billboard or our newspaper ad, but it was pretty exciting when someone told me, 'Hey – I was on AccuWeather the other day and your ad popped up!' Finally, one other important element for me is that I don't have to worry about getting the most for my investment. I trust that Cayla and her team are closely monitoring my program and making the necessary adjustments to make this work. I'm too busy to be concerned, so that element of trust is priceless!



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# Home Improvement



## OBJECTIVE:

To get customers to use the "shop at home" feature", meaning an appointment is scheduled for estimates

## TARGETING:

RON Desktop, Demographic, Contextual, Site Retargeting

## MARKET:

Munster

## BUDGET:

Total Retail: \$2,100

## RESULTS:

Impressions: 277,971

Clicks: 857

CTR: .31%

Campaign resulted in 670 web leads. Customer also noted that with Google, their cost per click was \$3.13.



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# Legal

## Social Security Defenders [socialsecuritydefenders.com](http://socialsecuritydefenders.com)

### Needs

Social Security Defenders is a social security disability firm. They had their web site redesigned in November of this year. They wanted to kick off the new web site with a strong campaign that would send qualified traffic to the site and increase the number of inquiries.

### Goals:

Increase traffic to website and improve web presence  
Build recognition for Social Security Defenders  
Realize 50% of business from the internet  
Generate 20 qualified leads per mo.

### Solutions Pitched

Audience Extension  
Contextual Targeting  
Site retargeting  
Click retargeting



### Results

- \$3,000 per month in new digital revenue for the Journal Times beginning in January
- Preliminary display ad CTR of .34, which is very strong considering the campaign is currently delivered on desktop-only platforms to help facilitate site retargeting
- Client says he is receiving more phone calls and is happy with results to date
- Site sessions are up 277% in last three weeks
- Client is very happy with the extra time our team put in to analyzing his site traffic and educating him on how to interpret the data and the ongoing changes that will be made to his campaign to continue to meet his goals. This would not have been possible without gaining access to their Google Analytics.



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# Manufacturing

## OBJECTIVE:

Drive traffic to online application

## TARGETING:

Hyperlocal (1 mile radius around approximately 20 competitors)

## MARKET:

Davenport

## BUDGET:

Total Retail: \$3,000(\$1,500 wholesale)

## RESULTS:

Impressions: 545,879

Clicks: 2,663

CTR: .49%

Campaign has performed higher than expected. Client is also looking to simplify the application process on their end to continue to increase applications.



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# Political



**TELL CONGRESS:**  
Improve our roads and invest in America's future.

Go to [FasterBetterSafer.org](http://FasterBetterSafer.org)

[FasterBetterSafer.org](http://FasterBetterSafer.org)  
AMERICANS FOR TRANSPORTATION MOBILITY



Americans weren't raised to do something halfway.

**TELL CONGRESS TO FINISH ITS WORK.**

[FasterBetterSafer.org](http://FasterBetterSafer.org)  
AMERICANS FOR TRANSPORTATION MOBILITY

**OBJECTIVE:**

Communicate to people in metro areas to contact certain congress people and ask them to vote a certain way based on an infrastructure issue, making sure the members of the city are aware of their infrastructure issue.

**TARGETING:**

Content, geo-targeting,

**MARKET:**

Madison

**BUDGET:**

\$95,000

**RESULTS:**

Impressions: 8,923,177

Clicks: 9,342

CTR: .1047



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# Real Estate



**OBJECTIVE:** To run on real estate sites to drive traffic

**TARGETING:**  
Real Estate websites (Zillow, Trulia and Realtor.com)

**MARKET:**  
Sioux City

**BUDGET:**  
Total Retail: \$300

**RESULTS:**  
Impressions: 45,446  
Clicks: 60  
CTR: .13%



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# Restaurant



## TARGETING:

Hyperlocal (1 mile radius around local college)

## MARKET:

Lincoln

## BUDGET:

Total Retail: \$1,000

## RESULTS:

Impressions: 134,516

Clicks: 557

CTR: .41%

Updated creatives and removed day parting part way through campaign.



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# Restaurant



## Oregano's Pizza – Tucson

Run Schedule: July 8 – December 31, 2014

Retail Budget - \$5,400

### Tactics Used:

Contextual – 208,577 impressions, 177 clicks .08% CTR  
Hyperlocal – 363,409 impressions, 1,711 clicks .47% CTR  
Mobile RON – 169,009 impressions, 186 clicks .11% CTR  
RON – 744,278 impressions, 1,205 clicks .16% CTR

**Overall the campaign delivered** 1,485,273 impressions, 3,279 clicks for a .22% CTR

This advertiser had wonderful creative that was fun and compelling. Headlines included "Don't Pass This Joint", "Pizza on Earth", "They Won't Return Pizza", "Pizza is the New Ham" and "Dear Santa, Bring Pizza".

**From the sales rep:** "I just heard back official word from the advertiser – they are thrilled! Business this week alone is up 20%. Let's keep up their campaign as is."



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