

TGK Automotive - Geofencing Case Study

See how Arvig Media used Geofencing and Conversion Zone technology to drive store visits and achieve a high conversion rate for TGK Automotive, an auto repair shop with 8 locations throughout Twin Cities.

The Objective

- Build brand awareness among TGK's target audience of car owners
- Drive new users to TGK's website
- Increase in-store visits to one of their 8 locations across Twin Cities

The Solution

We designed and developed display ads that directed prospective customers to TGK Auto's landing page. Each of these ads contained a different promotion, and a clear call-to-action that incentivized them to visit TGK's website. The display ads are served on relevant high traffic websites with good reputations and high engagement rates.

We then built geofences around areas and businesses with a high concentration of car owners. Nearby auto repair shops were identified as competitors and were set up to be geofenced. Conversion Zones were then set up around the client's 8 locations to track the amount of physical traffic at their location that had previously viewed one of their display ads.

Throughout the campaign, we continuously optimized performance by eliminating low-performing locations and websites. In addition, we reallocated campaign budget to the geofences that were driving the most traffic.

Key Results

281,351 Total Impressions

over a 2-month period

295 Conversions

an above-average 0.13% conversion rate

\$3.05 CPA

(cost-per-acquisition)