

Speedway Accelerates Performance With Event Targeting From ATF

Overview

An international speedway was looking to build brand awareness and drive loyalty among auto racing fans. It enlisted the help of ATF to utilize Event Targeting technology to precisely target its relevant audience with the goal of driving up its CTR.

Solution

The team developed a strategy to set up custom-shaped geofences around the speedway to build audiences of users who visited the track during specific dates and times that aligned with race events. These audiences were then retargeted with messaging promoting a large upcoming race.

— Results —

1 Month

Campaign Length

.24%

Click Through Rate

Results

Over the course of the month-long campaign, the team delivered an exceptional CTR of 0.24%.

With the addition of the Conversion Zone, the advertiser was also able to measure the number of targeted individuals who attended the final race.