

Airport Parking Advertiser Elevates CTR With Get Above The Fold

Overview

An airport parking service was looking to build awareness among its target audience and improve its programmatic advertising performance. It enlisted the help of Get Above The Fold to more precisely target frequent flyers, achieve a high CTR, and maximize impressions.

Solution

The Get Above The Fold team developed a comprehensive strategy of Search Retargeting at the keyword level and Site Retargeting. With quick learning from the campaign launch, Get Above The Fold and our multivariate algorithms were able to continually optimize the campaign mid-flight by making budget adjustments to the top-performing tactics, adding and removing keywords, blocklisting underperforming domains, and implementing dayparting and frequency capping to maximize the campaign's budget and performance.

Results

Through multiple tactics and optimizations, Get Above The Fold achieved a spectacular CTR of 0.51%, far exceeding the industry's average CTR of 0.08% - 0.10%.

— Results —

\$0.57 CPC
Campaign Result

0.51% CTR
Campaign Result

Category
Travel & Tourism