

## Apartment Complex Converts With Geo-Fencing From Get Above The Fold

### Overview

An apartment complex for senior citizens was looking to advertise a rent-free promotion and drive inquiries from potential new residents. It enlisted the help of Get Above The Fold to utilize Geo-Fencing technology and several other tactics to more accurately reach its target audience and drive visits to both its website and physical location.

### Solution

The advertiser identified key locations to reach its target audience, and the Get Above The Fold team built target fences around those sites. The campaign also featured Category Contextual targeting and Search Retargeting at the keyword level to reach users who were interested in senior living facilities. Midway through the campaign, the advertiser decided to implement a Conversion Zone around the apartment complex in order to measure the number of individuals who received an ad and later visited it in-person. Get Above The Fold and our multivariate algorithms worked to continually optimize the campaign by adjusting keywords, category contextual elements, and more.

### Results

Over the month-long campaign, Get Above The Fold delivered a 0.41% CTR, more than quadrupling the industry's average CTR of 0.08% – 0.10%. With Get Above The Fold Conversion Zone tool, the advertiser also tracked 109 visits to the apartment complex for a Cost Per Visit (CPV) of \$4.51.

— Results —

**\$4.51 CPV**  
Campaign Result

**0.41% CTR**  
Campaign Result

**Category**  
Housing