

## GOOGLE DISPLAY DEVICE ID / GEO FENCING CASE STUDY

Financial Services



### Overview

#### Campaign Focus

Digital strategy to compliment PPC/EMAIL with the goal to increase awareness via web traffic for a “Forbes 2023 Best In Wealth Management” financial services company

#### Campaign Length

6 Months

#### Products Utilized

Display  
Device ID / Geo Fencing

### Objectives

To amplify awareness for the client's financial firm and complement their Paid Search and Email Campaign, we employed Display and Device ID/Geo Fencing tactics. Display ads used visually engaging banners to reach potential clients across a wide network of websites, reinforcing the firm's brand message. Device ID and Geo Fencing targeted users based on their location and mobile device activity, delivering highly relevant ads to individuals in specific geographic areas. This strategic combination enhanced overall visibility, driving more awareness and reinforcing the firm's marketing efforts alongside their Paid Search and Email Campaigns.

### Solutions

- ◆ We recommended a device ID & display campaign targeting interests and web content. (ie: personal wealth management, retirement, and specific occupations researching financial services.)
- ◆ Tier 1 top inventory sources for ad placement included SmartNews, Yahoo, Daily Mail, USA Today, MSN, & AOL.

Impressions

**442,993**

Clicks

**274**

CTR

**.06%**