

case study > bat speed recon



> the goals

- To build, maintain and increase awareness around BSR and their product offering
- To drive user engagement by sending qualified traffic to BSR's site to learn more about their product and the benefits they offer to customers
- To place BSR top of mind among ABCA conference attendees

> the challenges

- Establish brand visibility + credibility
- Increase brand exposure in their vertical
- Cultivate a relevant audience to increase user engagement

> the solution

- Precise geo targeting to ensure visibility against the right audiences
- Built and refined strong audience pool
- Generated awareness of BSR at the conference
- Drove user engagement both at the event + to the BSR site
- Geo-fenced around industry-related event

> the results

- Increased brand awareness within qualified audience segments
- Successfully placed relevant users into the BSR funnel to add their product into their consideration set
- Able to report back to client on top performing audience segments and targeting for internal decision making

> key metric

increase in
audience
engagement:
78%

