

Display Advertising

Better Business Bureau of Delaware

Audience Targeting is a cost-effective and efficient way to pinpoint your ideal audience based on geography, demographics, interest, and behavior wherever they may be on the Internet.

RESULTS

- Campaign # 1
 - Impressions: 594,778
 - Ad Interactions: 24,628
 - Total Site Visits: 798 (.13% CTR)
- Campaign # 2
 - Impressions: 566,127
 - Ad Interactions: 22,698
 - Total Site Visits: 734 (.13% CTR)

Objective

Promote Better Business Bureau of Delaware's new online review and request a quote features to consumers.



Solutions

DBC Interactive partnered with Better Business Bureau of Delaware to create two separate Targeted Display Advertising campaigns. One campaign targeted consumers and prompted them to leave reviews for businesses they've utilized and the other drove traffic to the request a quote page.

