

# Increase visits with data-driven geofencing



CASE STUDY

 **RANDALL  
REILLY**



## The Goal

To support our client's upcoming oil change promotion, a two-month geofencing campaign was implemented across ten locations and six states. When pre-qualified prospects entered the designated area, they were targeted and shown a redemption coupon.

## How It Works





## The Outcomes

	 Impressions	 Clicks	 Visits	 Conversion Rate
Texas	<b>313K</b>	<b>246</b>	<b>78</b>	<b>32%</b>
Indiana	<b>241K</b>	<b>200</b>	<b>69</b>	<b>35%</b>
Georgia	<b>80K</b>	<b>65</b>	<b>140</b>	<b>215%</b>
South Carolina	<b>81K</b>	<b>67</b>	<b>34</b>	<b>51%</b>
Connecticut	<b>160K</b>	<b>114</b>	<b>37</b>	<b>32%</b>
Oklahoma	<b>80K</b>	<b>72</b>	<b>48</b>	<b>67%</b>





## Our Client Received

Fleet Company	Dealer Location	Leads/Visits
<b>Total</b>		<b>406</b>
Company V: 285 Park Ave, Pooler, GA 31322	7051 HWY 21 PORT WENTWORTH GA 31407	7
Company W: 9 Silver Lake Dr, Rincon, GA 31326	7051 HWY 21 PORT WENTWORTH GA 31407	7
Company X: 7051 S Desert Blvd, Canutillo, TX 79835	2015 ANTONIO ST STE C ANTHONY TX 79821	5
Company Y: 501 Old Richmond Rd, Port Wentworth, GA 31407	7051 HWY 21 PORT WENTWORTH GA 31407	4
Company Z: 1013 E Warronton Rd, Muncie, IN 47630	13706 ACCESS 1250 SOUTH HALLIBURY IN 47630	4



### Total Results



**2**

Months



**955K**

Impressions



**764**

Clicks



**406**

Visits



**\$36.94**

Cost-per-visit



**53%**

Conversion Rate

Contact your Sales Representative today and begin geofence targeting your ideal audience to drive revenue growth, foster new prospects, and secure market share.



We are the **growth platform** for **vital industries** such as transportation, construction and agriculture. Through a combination of people and technology, we give our clients **unique capabilities** to sell to and serve their end customers better. We create better **relationships**, better **insights**, and better **results** in sales, recruiting and other essential services that drive sustainable growth for our clients.

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