

National truck stop client achieves record breaking responses from Device ID



INDUSTRY

Travel

PRODUCT

National Truck Stops

ADVERTISING SOLUTION

Display, Device ID & Microproximity

CAMPAIGN LENGTH

Two Months

Objective

The client aimed to increase the number of new customers who fall outside of their typical target audience to visit their locations across the nation.

Challenge

COVID-19 has severely limited the number of truckers and long-haulers who would usually visit the client's truck stops.

Solution

Our team recommended Display, Device ID, and Microproximity. Through behavioral targeting, we focused on road-trippers, domestic travelers, and family vacationers. We also geofenced museums, national parks, and other points of interests where individuals tend to visit during the summer time.

Results

The lifetime Point of Interest (POI) Attribution report revealed nearly 18,000 unique responses across 38,000 total visits over the two-month campaign!

Key Findings

Despite facing new business challenges, advertisers must remain agile and adaptable. Unique creative messaging and targeting can set clients aside from their competitors as they rise to meet demand from local consumers!