

MICRO-PROXIMITY CASE STUDY

Using Micro-proximity to Reach Event Attendees



WHY CONSIDER MICRO-PROXIMITY?

Now that in-person events are back to pre-pandemic attendance levels, you'll want to ensure that your marketing efforts to drive traffic to your booth include a variety of tactics to bring top-of-mind awareness to event attendees.

HOW DOES MICRO-PROXIMITY WORK?

Micro-proximity or geofencing uses global positioning (GPS) or radio frequency identification (RFID) to define a geographic boundary, like a convention center. Once this "fence" is established and attendees cross into the established geographic boundary with their mobile device, Endeavor can cookie devices that have location services enabled. Endeavor can purchase display ad inventory programmatically and serve ads to cookied mobile devices through mobile app or mobile web inventory. Once the device is captured, that cookie is active for up to 90 days, which means Endeavor can serve mobile display ads to the audience while they are at the event or after they leave.

A SUCCESS STORY >>>

A client wanted to increase exposure to their booth for a niche industry trade show with just over 2,000 attendees over the 3 days of the event. To maximize their exposure to attendees of the event, the client selected to run the campaign for a total of 15 days. The campaign started on day 1 of the event and ran for 3 days during the event with creative featuring their booth number. It continued to run to this cookied audience for 12 days after the event, featuring an ad on a new product launched around the event. The result was an overall click through rate (CTR) of 0.82% for the campaign.

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