

GEOFENCING

Bad Hair Day?



Use location-based technology to target your ads to mobile users within a virtual perimeter. Reach audiences who are on a variety of websites and apps while browsing on their smartphones.

RESULTS

- Impressions: 201,041
- Total Clicks: 701
- Click Through Rate: .35%

Objective

Surrounding the Holiday Season, Bad Hair Day? wanted to drive Aveda product sales and walk-in visits to their retail center.



Solutions

DBC Interactive partnered with Bad Hair Day? to geofence popular Holiday shopping areas within Rehoboth Beach. The artwork promoted Aveda products and their retail center was served to this target audience.

