

GEOFENCING

H2O Under 21 Dance Club



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

- 202,294 Impressions
- 470 Website Visits
- Increased sales in June 2017

Objective

An under 21 dance club in Ocean City, Maryland wanted to advertise discounted tickets to High School seniors who would be attending “senior week” events in Ocean City.



Solutions

DBC Interactive partnered with H2O to geofence over 100 high schools in Maryland in the weeks leading up to graduation. Fences were also put in Ocean City to capture the target audience once they arrived for their vacation.

