

GEOFENCING

Lessard Builders



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

- 393,914 Impressions
- 635 Site Visits
- 6 Fence Locations

Objective

Attract potential home buyers and second home buyers to visit Lessard Builder's new model home.



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Solutions

DBC Interactive and Lessard Builders created and executed a geofencing (location-based mobile advertising) campaign that served mobile ads to people who visited downtown Lewes, Delaware and other relevant locations.

