

GEOFENCING

Wings and Wheels Festival



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

- 166,994 Impressions
- 497 Clicks
- .3% Click Through Rate

Objective

Increase attendance at Georgetown Chamber of Commerce's Annual Wings and Wheels Festival.



Solutions

DBC Interactive worked with the Georgetown Chamber of Commerce to create and execute a geofencing campaign that targeted attendees of events in the tri-state area that are similar to Wings and Wheels.

