

GEOFENCING

Ocean to Bay Bike Tour



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

- 242,036 Impressions
- 900 Site Visits
- .37% Click Through Rate

Objective

The Bethany-Fenwick Area Chamber of Commerce wanted to increase awareness and ticket sales for their annual Ocean to Bay Bike Tour.



Solutions

DBC Interactive partnered with Bethany-Fenwick Area Chamber of Commerce to create a geofencing campaign that targeted similar biking events throughout the surrounding states.

