

GEOFENCING

Petaluma Poultry



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

- 908,396 Impressions
- 6,307 Engagements
- 1,374 Site Visits
- .15% Click Through Rate

Objective

A poultry company in Petaluma, California was hiring for all positions and looking to enhance their recruitment efforts.



Solutions

DBC Interactive partnered with Petaluma Poultry to run a Geofencing and Targeted Display campaign targeting their ideal employees. Fences included popular local hang outs as well as nearby competitors.

