

# Success Story | VISIT FRISCO



“We had tremendous success with our recent Geofencing campaign. From strategy and execution to remarketing and reporting, Madden Media guided us to great results, including a CTR that was 4x the industry average.”

— Ryan Callison —  
Marketing & PR Director,  
Visit Frisco

## BACKGROUND:

Visit Frisco teamed up with Madden Media in 2017 to create a comprehensive digital marketing campaign. One of Frisco’s goals was to entice meeting planners to travel to Texas for their next event. Visit Frisco wanted to think outside the box in order to reach their target audience—Madden was happy to help.

## STRATEGY:

After strategizing together, the teams determined that Geofencing would be the core component used to fulfill Visit Frisco’s goals. A Geofence was set up around the zip code where a conference for meeting and event planners took place. During the event, attendees were served Display Ads that clicked through to Frisco’s landing page, which

offered information about facilities and other opportunities beyond the conference room.

However, the majority of impressions were served through Device Remarketing Display Ads for the next 30 days after the conference. Serving ads after the event allowed the target audience to see Frisco’s message when they were more likely to consider the message, rather than while they were busy with conference activities. The team avoided sending the meeting and event planners ads too frequently—ads were paced evenly throughout the campaign flight.

Analytics for the campaign showed that audiences were extremely engaged. Click-through rates for both initial and follow up ads were well above industry averages, bounce rates were far below typical percentages, and time on page rose far beyond the site average.

## RESULTS:



Time on page was **88%** higher than the site average



Click-through rate of the Geofencing Display Ads was **0.42%** – more than 4x industry average



Remarketing Display Ads delivered an additional **271,000+** impressions to the target audience and 730+ clicks to Visit Frisco



Click-through rate of the Remarketing Display Ads was **0.27%** – more than 2x industry average