

# WE SAW A 267% LIFT ABOVE THE MOBILE ALONE CTR BENCHMARK FOR ANDELIN FAMILY FARM

Andelin Family Farm is a beloved farm located near Reno, Nevada in the center of Spanish Springs. This family-owned business is built on a mission to nourish the local community and foster youth education. The farm hosts recreational activities for families and individuals in the Spring, Summer, and Fall. For the Fall season, the farm wanted to promote their pumpkin patches, corn mazes, and haunted attractions. They found great success spreading the word about these family-fun events with a targeted mobile campaign!

## STRATEGY & TACTICS

- **Targeting:** Andelin Family Farm utilized zip code targeting and selected 10 zip codes to reach their desired audiences. This location targeting focused primarily in Reno and extended from Cold Springs through Virginia City.
- **Creative Excellence:** This campaign utilized multiple banner sizes and bright, fall themed creatives to catch viewer's attention.
- **Web Linked Banner Ad:** The banner ads displayed the name of the farm and featured a range of activities from exploring cozy pumpkin patches to participating in spooky zombie paintball!

Andelin Family Farm



DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.



## RESULTS

**46,874**  
IMPRESSIONS DELIVERED

**517**  
TOTAL CLICKS

**1.10%**  
CTR

**267%**  
LIFT OVER CTR  
MOBILE BENCHMARK

