

# WE SAW A 67% LIFT ABOVE THE MOBILE ALONE CTR BENCHMARK FOR DARK CORNER HAUNTED HOUSE

Dark Corner Haunted House is an immersive haunted house experience in Reno, NV, filled with terrifying live actors, jaw dropping special effects, menacing monsters, and more. In order to spread the word about their spooky festivities for Halloween, Dark Corner Haunted House utilized and found great success with a targeted mobile campaign!

## STRATEGY & TACTICS

- **Targeting:** Dark Corner Haunted House utilized mobile proximity geotargeting to reach audiences by placing a 10-mile radius around the haunted house's location.
- **Creative Excellence:** This campaign utilized multiple banner sizes that contained terrifying scenes of their haunted house experience as well as eye-catching wording in red font with additional information about the event.
- **Web Linked Banner Ad:** Dark Corner Haunted House's banners ads which contained wording such as "Click to buy your ticket. This event will sell out!" and "Book tickets now," linked to their website and directed viewers to purchase tickets.

**DARK CORNER**  
HAUNTED HOUSE

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.

