

WE DROVE OVER 1 MILLION MOBILE IMPRESSIONS FOR ORANGE COUNTY MOSQUITO & VECTOR CONTROL

Orange County Mosquito & Vector Control’s mission is to educate the local community about vectors and vector-borne diseases. They have served the communities of OC for over 75 years providing inspection and protective measures against rats, mosquitoes, flies and more. With mosquito season in full swing, OC Mosquito & Vector Control wanted to increase awareness about preventative measures locals can take to reduce mosquito populations and the spread of disease.

STRATEGY & TACTICS

- **Zip Code Proximity Targeting:** The district targeted 36 zip codes, connecting with individuals in nearby areas of Anaheim, Santa Ana, Garden Grove, Buena Park, Fullerton, Huntington Beach and more.
- **Dynamic Landing Page:** Featured an animation of a mosquito with the playful warning message, “Miss me? Summer is here.” The page displays an informational video and a memorable URL address, mosquitoessuck.org that takes users to the district’s website.



RESULTS

1,253,017
DELIVERED IMPRESSIONS

1,104
CLICKS

4.17%
SAR

39%
LIFT OVER THE MOBILE ALONE SAR BENCHMARK



Orange County Mosquito and Vector Control District

A Public Health Agency Serving Orange County Since 1947

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.

