

WE SAW A 97% LIFT ABOVE THE MOBILE ALONE CTR BENCHMARK FOR OREGON TRAIL ELECTRIC COOP

Oregon Trail Electric Cooperative (OTEC) is headquartered in Baker City, Oregon and is part of a national network of electric cooperatives in the United States. OTEC is a consumer-owned cooperative that provides its 23,000 members safe and reliable electricity. As part of their ongoing commitment to community, youth, and education, OTEC turned to mobile targeting to spread the word about their scholarship opportunities and training programs.

STRATEGY & TACTICS

- **Zip Code Proximity Targeting:** OTEC targeted four areas near their headquarters in the cities of La Grande, Baker City, John Day, and Burns.
- **Creative Excellence:** Oregon Trail Electric Coop utilized multiple banner sizes to promote their scholarships and other opportunities.
- **Web Linked Banner Ad:** Featured animations of electricians, the U.S. capitol, and college graduates. These ads announced college and trade school scholarships, youth trip applications, and OTEC training opportunities. The bright yellow ads with the button “Click and Apply Now,” directed users to OTEC’s website with more information.



RESULTS

125,000

DELIVERED IMPRESSIONS

403

CLICKS

0.59%

CTR

97%

LIFT IN CTR OVER BENCHMARK



Oregon Trail Electric Cooperative

Your Touchstone Energy Cooperative

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.

