

# OUTFRONT DELIVERED 27% ABOVE THE CTR BENCHMARK FOR SLEEPING BEAR DUNES

## OBJECTIVE

The objective for Sleeping Bear Dunes was to reach affluent families with children 12 and under who were Alpine or Nordic skiers during their sweepstakes window of Oct. 19, 21 to Nov 30, 21 with a budget of \$15,895.

## STRATEGY

The strategy of this campaign was to target the top zip codes in Grand Rapids to reach consumers with an income over \$200k. Sleeping Bear Dunes utilized geofencing in the target zip codes and re-targeted mobile ads to reach their audience. Posters and bulletins were also used to increase the reach and frequency.

## RESULTS

During this 4-week campaign, OUTFRONT delivered over 175,000 impressions for Sleeping Bear Dunes, and garnered 667 clicks, achieving a .38% CTR performing 27% above average benchmark.

## RESULTS

175,477  
MOBILE IMPRESSIONS

667  
CLICKS

.38%  
CTR

SLEEPING BEAR DUNES  
VISITORS BUREAU

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.

