

WRAL'S LOCATION BASED AUDIENCES CREATE MOBILE CAMPAIGN SUCCESS

The digital sales team team at WRAL was already well versed in sophisticated advertising techniques and audience segmentation. However, they lacked specific tools to build location-based audiences on their mobile apps. With over fifty percent of their digital traffic coming via mobile, they partnered with Reveal Mobile to deliver a creative location-based targeting solution to their sales team and to their advertisers.



REVEAL MOBILE

CHALLENGES TO OVERCOME

Cookie-based targeting doesn't work in mobile apps. WRAL would need an entirely new solution in order to provide their advertisers with targeted audiences on mobile apps.

The market for local advertising is getting tougher. Media companies, publishers, and agencies compete with Facebook for advertisers' attention.



New technologies, like beacons, create new sales opportunities, but face an education barrier.

BUILDING A SOLUTION TOGETHER



The teams at WRAL, the agency Intrepid Marketing Group, and Reveal Mobile collaborated to build an ad campaign never seen before in their market.

The tactics relied upon installing beacons at separate locations and using specific geofenced locations. The WRAL family of apps, which has Reveal Mobile's technology embedded inside, detects these beacons along with the location of the device from opted-in location sharing users.

This novel approach caught the attention of a few advertisers that wanted specific location based mobile audiences, but hadn't been able to reach them before.

As devices visited locations around the Raleigh market, Reveal Mobile built location-based audience segments specific to these campaigns.



The ad trafficking team easily created campaigns in their ad server, made simple through Reveal Mobile's integration with Google's Doubleclick For Publishers (DFP).

All three companies worked together to simplify their messaging. They articulated solutions to the advertisers' needs, instead of focusing on how the technology works. This drastically shortened the education time, and sped up the sales cycle.



GETTING MORE GOLFERS FOR LONNIE POOLE GOLF COURSE

THE CONTEXT

Lonnie Poole is a public golf course that sits on NC State University's Centennial Campus. Despite its picturesque setting, rolling pine tree covered hills, and an unparalleled view of downtown Raleigh, it remains a hidden gem of the region. The course hired Intrepid Marketing Group to create greater awareness and ultimately more tee times.

THE SETUP

WRAL and Reveal Mobile collaborated with Intrepid to build the course's target audience. The teams installed beacons at Lonnie Poole to build an audience of their own visitors. We also measured device visits at other area golf courses, those with beacons and those without, by examining lat/long data. This built a sizable and relevant target audience.

RESULTS

REVENUE INCREASES

By delivering a targeted audience, WRAL sold their campaigns for 50-100% higher rates.

PERFORMANCE INCREASES

The baseline click-through rate for mobile advertising was 0.44%, based upon non-targeted ads in the WRAL News app.

The Lonnie Poole campaign experienced a 109% lift in advertising performance with the click through rate jumping to 0.92%.



BEACONS + LAT/LONG DOUBLE PERFORMANCE

When comparing campaigns utilizing beacons and lat/long versus campaigns that only used lat/long geofences, **Reveal Mobile sees a 93.6% improvement in click-through rates.** The reason is that beacons increase the accuracy of the mobile audience data ten times over lat/long derived audiences. A smartphone can only detect a beacon when it's in very close proximity to the beacon itself. The end result is that location-based audiences combining beacon and lat/long data create target audiences that are much more accurate and relevant.



REVEAL MOBILE

DRIVE NEW & REPEAT VISITORS TO PARK WEST VILLAGE SHOPPING CENTER

THE CONTEXT

This upscale shopping center in Cary, NC does right by its tenants when it drives more foot traffic to their stores. Given how much time their shoppers spend on their smartphones, they wanted to reach a target audience on mobile devices.

THE SETUP

The three companies again partnered to install 20 beacons at Park West Village, not to send push notifications, but to build a retargeting audience of previous shoppers. Additionally, WRAL and Intrepid made creative use of Reveal Mobile's location data. Instead of building a geofence to target anyone opening the app nearby, they created a target audience of residents that lived within 2 miles of the shopping center. Combining previous shoppers with nearby residents created their ideal mobile audience.

RESULTS

REVENUE INCREASES

By delivering a targeted audience, WRAL sold their campaigns for 50-100% higher rates.

PERFORMANCE INCREASES

The baseline click-through rate for mobile advertising was 0.44%, based upon non-targeted ads in the WRAL News app.

Park West Village saw a 75% lift in their campaign's measurable success, with the click through rate increasing to 0.77%.





REVEAL MOBILE

CAMPAIGN TESTIMONIALS

LOCATION-BASED TARGETING MADE EASY



"When we approached Intrepid Marketing Group, they immediately saw the value of reaching highly targeted location-based audiences on mobile apps. They jumped in with both feet, as they're always looking for smart ways to differentiate themselves."

- Tim Brady, Sales Manager



"Adding Reveal Mobile's targeting to an ad campaign takes an extra three seconds. It's simple and easy, and makes adding audience targeting to any campaign a no brainer."

- Missy Justice, Ad Operations Manager



"Combining beacons with geofencing allows us to bring innovative solutions to market, which separates us from our competitors. The success of these targeted campaigns allow us to continue having meaningful and strategic discussions with our customers."

- Chris Weatherly, Director, Digital Sales and Product.

