

Geofencing Case Study

AMERI-STAR HOMES

Overview

Geofencing advertising is a location-based marketing technique that involves setting up virtual boundaries, known as geofences, around specific geographical areas. These boundaries can be as small as a store or as large as a city. When someone enters or exits these predefined areas with their mobile device enabled, they trigger targeted advertisements, notifications, or other marketing messages. Geofencing allows businesses to deliver highly relevant and timely content to potential customers based on their physical location, increasing the effectiveness of their advertising efforts.

Key Data Points



Budget

\$500

Monthly Budget

\$7,916.94*

Spend to Date



Targets

93

Addresses in the Maryland Area



Results to Date *

1,526,576

Impressions

2,116

Conversions

Target Audience and Segmentation

Segment	Number of Targets
Upper 700s	12
General	71

Each target represents the physical address of a model home or community identified by the client as suitable for their goals and in alignment with their known audience. Targets were determined based on home prices, average income levels in the area, renter or homeowner status and proximity to Ameri-Star's inventory of homes.

About Ameri-Star

Ameri-Star Homes is an award-winning custom home builder in the Baltimore-Washington area. Offering quick move-ins, custom home design and build, new construction communities and "build on your lot or ours" programs, Ameri-Star has served some of Maryland's most sought-after communities for more than 30 years.

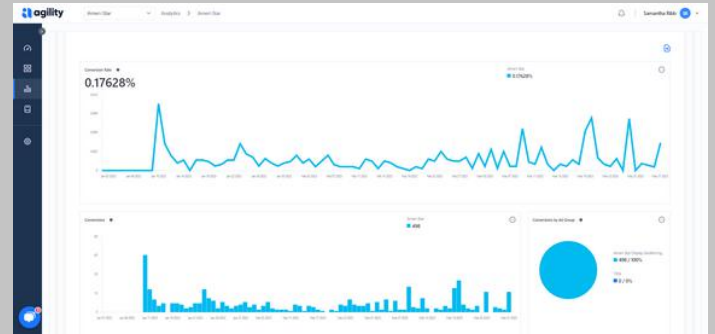
Ameri-Star also participates in Adventure Web's SEO and Social Media Aggregation program employing proven strategies tailored to their company's unique goals and audiences.

* To Date figures represent the month of January 2023 through April 2024

A Closer Look

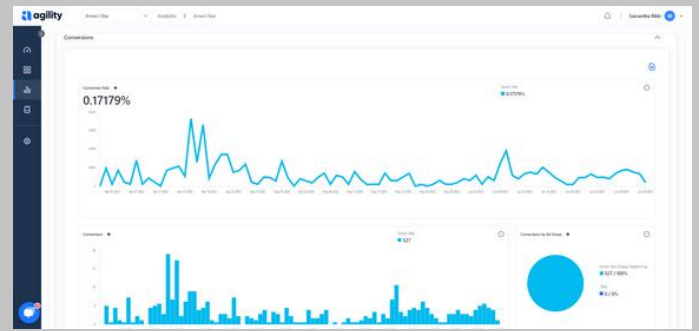
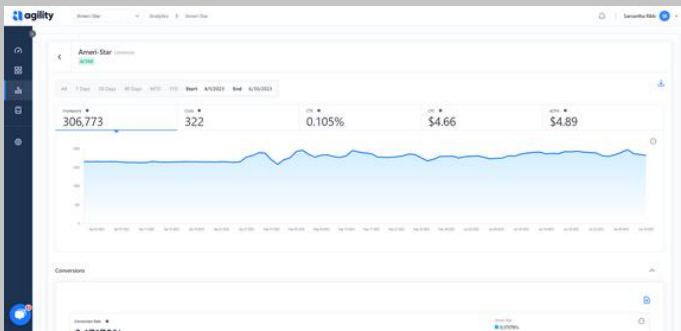
For the year of 2023, Ameri-Star advertised with a budget of \$1,500 per month. This budget was reduced to \$500 per month at the beginning of 2024. The campaign's performance reflects this drastic reduction in budget with a decrease in both impressions and conversions.

January – March 2023



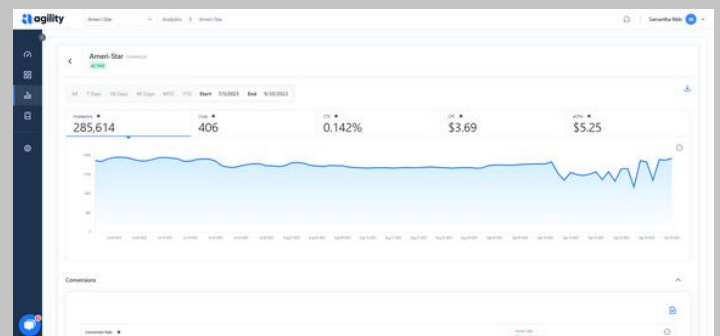
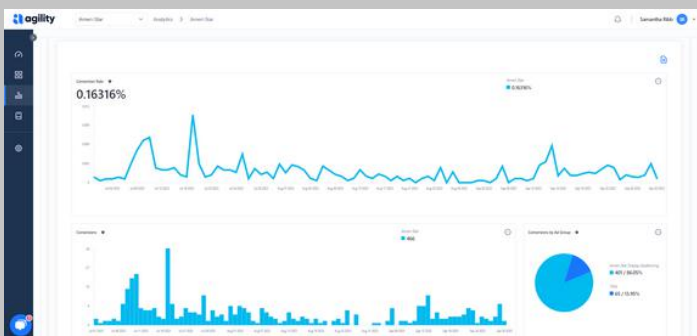
Impressions: 282,508
Conversions: 498

April – June 2023

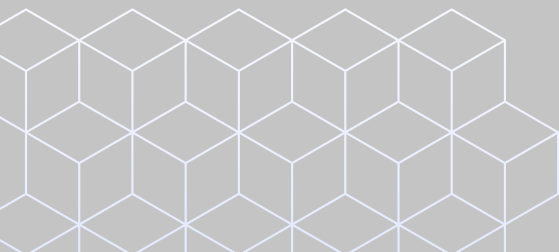


Impressions: 306,773
Conversions: 527

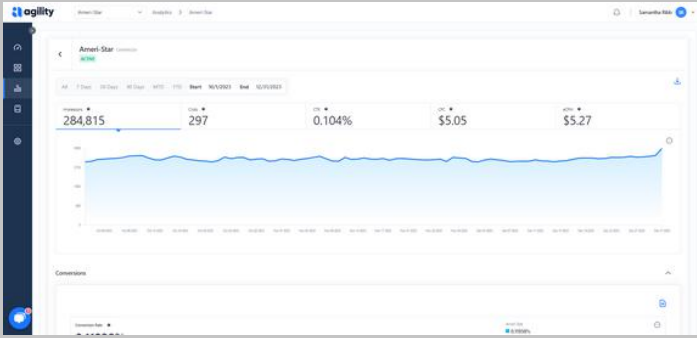
July – September 2023



Impressions: 285,614
Conversions: 466

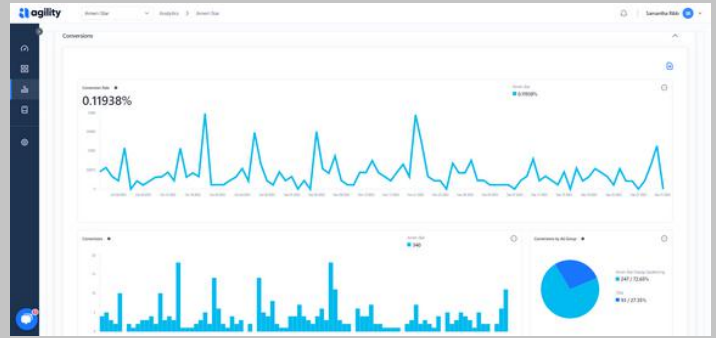


October–December 2023

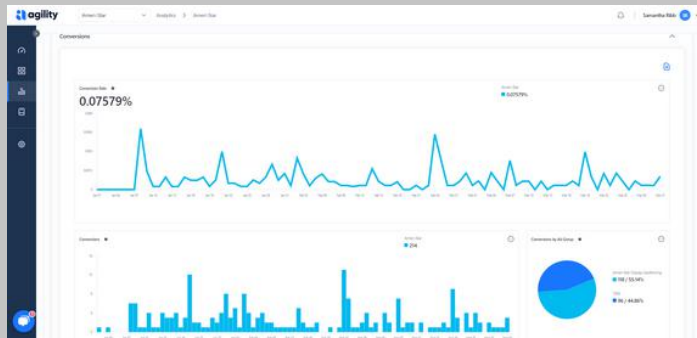


Impressions: 284,815

Conversions: 340



January–March 2024 *



Impressions: 282,367

Conversions: 214



- Budget reduced from \$1,500 per month to \$500 per month

Variables

Ameri-Star is a custom home builder in the Real Estate industry. As such, the following variables should be noted:

- Real Estate is a heavily regulated industry, especially in regards to advertising
- This industry experiences seasonal ebbs and flows of both interest and purchases
- The Real Estate industry is highly dependent on the economy, interest rates & other societal conditions
- A successful geofencing campaign depends on the length of campaigns, number of targets and the budget as much as the ads themselves
- Targeting for geofencing is not as precise or detailed as with Google Ads.

Summary

Ameri-Star, a custom home builder in the Maryland-Washington area, launched a geofencing campaign to boost foot traffic to model homes and build brand awareness. They started by defining specific geographic zones around their community locations and model homes.

Using GPS data, the platform (Agility Ads) was able to identify when potential customers entered these geofenced areas. Upon entering these virtual boundaries, potential customers begin to receive display ads for the following 30 days on their phones and other connected devices.

Additionally, Adventure Web leveraged data analytics to track the effectiveness of the campaign. We measured metrics such as foot traffic, conversion rates, impressions and clicks. By analyzing this data, we were able to refine our targeting and messaging strategies for future campaigns.