

THE INSURANCE POLICY

FOR MORE INFORMATION CONTACT:

...the details from your employer check the...
...cost of a local call

CASE STUDY

ANDY JEFFORD'S ALLSTATE AGENCY

THE OBJECTIVE

The purpose of this campaign was to aid in the increase of business at Andy Jefford's Allstate Agency in Florence, SC. The following results occurred over a four month period of time.

THE SOLUTION



Geofencing

66,991 Impressions



Retargeting

21,769 Impressions



Intent Targeting

66,875 Impressions



Facebook

109,767 Impressions

THE CAMPAIGN RESULTS

GEOFENCING

0.12% CTR
(80 CLICKS)

(NATIONAL AVERAGE = 0.08%)

53

CONVERSION VISITS FROM GEOFENCE LOCATIONS

RETARGETING

0.27% CTR
(58 CLICKS)

(NATIONAL AVERAGE = 0.08%)

15

VIEW THROUGHS

INTENT TARGETING

0.18% CTR
(118 CLICKS)

0.08% CTR

(NATIONAL AVERAGE = 0.08%)

FACEBOOK

4,408
CLICKS

4.02% CTR
(NATIONAL AVERAGE = 2%)

3,509
LINK CLICKS

TESTIMONIAL



At first, I was skeptical about using digital advertising. I have been an avid user of billboard and magazine advertising. I needed to find a way to gain an edge on my competition and decided to meet with Josh Richardson with Influence Digital. We discussed an ever-changing world moving more towards technology. Josh shared statistics and ideas and introduced me to "Geo-fencing", to help drive customers to my website, as well as to my office. I made a commitment to work with Josh and have seen an increase of walk-in, call-ins, and people visiting my website. I am extremely pleased with my working relationship with Josh Richardson and Paige Smith and look forward to my Agency's continual growth moving forward.



Andy Jeffords, Allstate Agency Owner