

ESQ CASE STUDY

EQUINE SERVICES

STOP MARKETING BASED ON A GUESS. START MARKETING BASED ON THE DATA.



THE BACKGROUND

A company that focuses on researching, developing, and manufacturing a broad range of veterinary medicines and services was searching for new and effective ways to market its products and services.

THE CHALLENGE

The company was searching for new avenues to reach individuals within the equine industry while focusing on its key demographic and minimizing wasted advertisements within its market. This required identifying the most relevant attendees seen at equine-focused events, venues, and veterinary clinics.

OUR APPROACH

Esquire's mapping and geo-framing technology was used to identify potential customers, allowing Esquire to serve advertisements to these individuals at a singular household level. Using a list of equine-related events, venues, and clinics, Esquire identified these individuals based on their physical attendance and served them informative ads about available vaccinations through OTT and digital advertisements. These ads provide information regarding the company's products and reliability, along with their company values and the ultimate goal of helping both people and horses. By redirecting the audience directly to the company's website, they were provided easy access to further details about the product.

PERFORMANCE STATISTICS

- Digital Display Average CTR (Click Through Rate) was 0.16%
- OTT Average VCR (Video Completion Rate) was 94.35%

ABOUT ESQUIRE

Through our proprietary approach of matching Device IDs to physical addresses, our clients are able to effectively target consumers and match their ad campaigns directly to in-store sales. Our system is 100% cookie-free and it's one-of-a-kind approach connects online advertisements with real people at an unparalleled accuracy, eliminating ad fraud. We are the premier choice for digital advertising.

CONTACT ESQ FOR INFORMATION ON OUR SERVICES!

GRACE BATZER | Email: GRACE@ESQADS.COM | Phone: 919.500.7725

For more information, visit esquireadvertising.com