

Case Study | Brewery

Background

IP Targeting has developed a revolutionary digital targeting tool that focuses its online advertising to households, offices, hotels and university campuses based on their Internet Protocol (IP) addresses. IP Targeting integrates off-line household and business information with IP data to produce extraordinarily effective targeting segments that contain only qualified prospects. IP Targeting has a proven process that delivers the most relevant online advertising to your true audience, growing lead conversions and revenue online and offline.

Business Situation

In early 2105, the Brewery Client was involved in the legislative fight of their lives, against one of the largest brewers of beer in the world. The Brewery was supported by their membership and preserved the long-standing practice of a 3-tier distribution system, while closing a loophole that was used by Anheuser-Busch to operate two distributorships in the same state. According to the Vice President of the Brewery "this was David vs. Goliath, with a group of local entrepreneurs challenging one of the largest companies in the world." The VP went on to say, "having access to a company like IP Targeting and using their IP Targeting [platform] helped us level the playing field and cost effectively deliver our message to the right audience."

The Campaign

The Brewery decided on a strategy to target legislators and voters directly with their message. Ultimately, IP Targeting delivered over 300,000 ad impressions to the state legislative offices and modelled voters in the districts of selected members of the General Assembly. While Anheuser-Busch had one of the largest lobbying budgets during the 2015 legislative session, the Brewery Client was able to effectively communicate their message using a much more cost effective strategy and lower budget.

The online response to these ads was overwhelming. While the industry average click-through rate (CTR) for a display advertising campaign is .08%, the Brewery Client received a CTR of .643% or roughly 800%

800%

Received a CTR of .643% or roughly 800% from a display ad campaign



Delivered over 300,000 ad impressions to the state legislative offices