



**Discover how APEX's mobile advertising effectively raised brand awareness for a leading Canadian tire and automotive retailer by precisely targeting audience segments in specific locations about spring tire changes, brake changes, and tire offers**

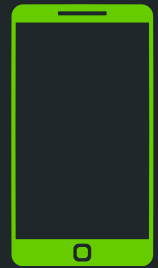
### **Client Background:**

A prominent Canadian tire retailer and automotive service provider.



### **Challenge:**

To promote awareness of spring tire changes, brake changes, and tire offers among vehicle owners in specific Canadian regions (British Columbia, Alberta, Manitoba, and Saskatchewan) at the tire company's locations.



## **Strategy**

- In order to achieve the client's goal of raising awareness of their offers and services, APEX employed a mix of location and audience tactics effectively and later retargeted the users reached from both of these tactics.
- Leveraging APEX's precision audience and location targeting, instantly activated through our exclusive partnership with InMarket, APEX delivered high impact creatives in order to achieve the desired impact on behalf of the client.
- The campaign geo targeted users in specific client store locations (BC, MB, AB and SK), users who have been near the client's OOH billboards, and users at competitor store locations.
- Additionally, APEX was able to audience target vehicle operators in the client's trading zones. Vehicle operators were defined as adults over 18 who have showed a behavioural interest in maintenance and repair of vehicles.

# Campaign Results

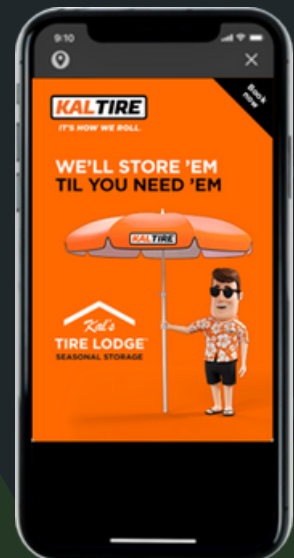
With APEX's mix of tactics, the campaign resulted in impressive performance on behalf of the client by targeting the right audiences in the right place at the right time

## Campaign Performance

Total Impressions:	<b>6,440,000</b>	Reach:	<b>1,010,000</b>
Conversion Rate:	<b>0.12%</b>	Frequency:	<b>6.33</b>
Store Visits:	<b>7,469</b>	Cost per Visit:	<b>\$15.61</b>

Ready to turn engagement into brand awareness, lead generation and actionable insights?

Learn how APEX Mobile Media can achieve these results for your brand.



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