



174

Conversions from Display Advertising in 1 Month

23.4K

Impressions from Display Advertising in 1 Month

.20%

Average CTR for Display Advertising – Exceeding Benchmark of .04%

THE DISTRICT RESTAURANT

ABOUT

The District is an upscale and inviting restaurant in Pensacola, FL, that was looking for a way to publicize their grand opening.

CHALLENGES

The District team wanted to find a way to stand out from the other fine dining restaurants in the area ahead of their grand opening.

SOLUTIONS

They worked with our team to create strong branding ads that the team then executed in print advertising, including a four-page section with details about the new restaurant, as well as targeted display advertising.

RESULTS

The overall ad creative and clean design was exactly what the client was looking for, and as a result of the creative and ads, The District saw incredible results, including an above-average CTR, a steady lift in geofencing conversions into the restaurant month over month, and great conversions from their display advertising impressions.