DEVICE CAPTURING FILTERS IN ONLY RESIDENTS OF RURAL ALBERTA

Axia FibreNet targets Albertan towns with high-performance fibre optic internet
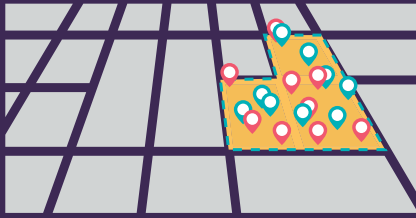
The Challenge

Axia FibreNet had their eye on rural Alberta. The fibre optic internet service wanted to level the playing field across the province by providing high-performing internet to rural towns. The problem was they weren't sure if the people seeing their digital ads actually lived in the towns or were simply popping in off the highway for a bite to eat or a gas refill. They got in touch with us to see how we could help target ads only toward each town's residents. We discussed four goals: to reduce ad spend, provide accurate targeting, increase engagement and increase conversions. Most rural advertising is done

We filtered out any devices that did not spend a substantial amount of time in these towns during the previous month as that was a clear indicator they did not belong to residents.
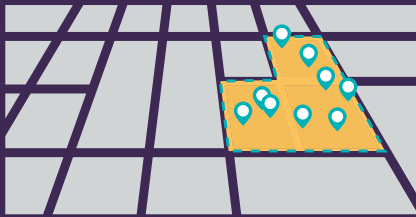
by targeting postal codes, but this approach didn't work for us as postal codes in rural Alberta are inefficient, covering massive areas that include many towns.

Axia is an Alberta-born company that has been providing services on a high-performing fibre communications infrastructure for the last decade. They offer flexible commercial bandwidth services at great rates and are experts at bringing infrastructure services to underserved markets worldwide. Their operations now span the globe with almost 30,000 kilometres of fibre.
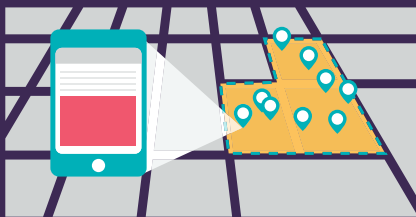
CAMPAIGN

HYPER

FACEBOOK

ADWORDS

GOALS

REDUCE AD SPEND

PROVIDE MORE ACCURATE TARGETING

INCREASE ENGAGEMENT

INCREASE CONVERSIONS

RESULTS

INCREASED ENGAGEMENT BY NEARLY

1000%

TARGETED CUSTOMERS AND REDUCED SPEND
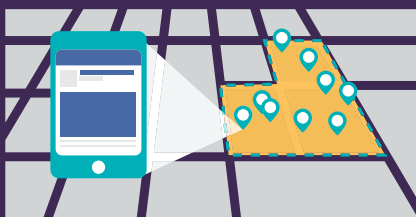
PHASE 1: DEVICE COLLECTION
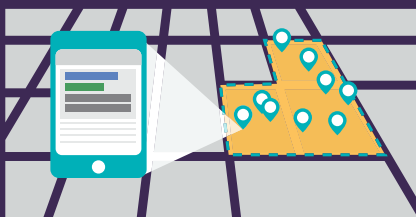
PHASE 2: SUBTRACT NON-RESIDENTS

PHASE 3: HYPER AWARENESS ADS

PHASE 4: FACEBOOK ADS

PHASE 5: ADWORDS

The Approach

Our campaign began in August 2017 (this case study includes data collected until April 2018). We captured all devices in the communities of Fort Macleod, Magrath, Nanton, Raymond and Vulcan. We are unique among media companies in that we always keep 30 days of data from the devices we capture across North America—most shed the data as soon as they can—so Axia's campaign didn't take long to set up. We filtered out any devices that did not spend a substantial amount of time in these towns during the previous month as that was a clear indicator they did not belong to residents.

Next we applied our innovative Hyper approach to advertising that allows us to target only devices whose owners have a set of qualities the client is looking for. Ads appeared to residents of each town with the name of their specific town in the ad. We were able to show ads to all devices in each household using our amplification technology that captures other devices in a home. Targeted Facebook ads and AdWords were applied at later stages in the month. By not using AdWords from day one, we saved the client a substantial amount of money. We believe that AdWords should not be used as a conquesting tool but rather as a safety net. How can a customer know to search for a product or service they have never heard about?
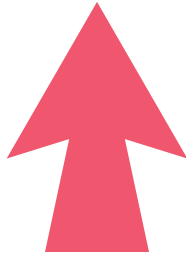
Our campaigns first use Hyper for awareness, then Facebook for engagement, followed by AdWords for conversion.

In September, the towns of Stirling, Barnwell and Nobleford were added. And in March, the towns of Pincher Creek, Forest Heights and Vista Crossing.

The Results

PAGE VIEWS
11.34% ⬆

CONVERSIONS
142.85% ⬆

AVERAGE TIME SPENT ON PAGES
13.55% ⬆

ANNUAL SPEND
78% $⬇

In Conclusion

Axia could not be happier with the results of the campaign. We decreased their AdWords budget by 90% and increased engagement by almost 1000%. Page views increased by 11.34%, average time spent on pages increased by 13.55%, conversions increased by 142.85% and their spend from the year before dropped 78%. We were able to intelligently reconsider their ad spend and apply our device capturing and Hyper technology in a way that would reach only the customers they were looking for while filtering out the devices that did not belong to residents.

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