

Industry Success Stories



About the Client

A national safety council ran an AdMessenger campaign in Mississippi to inform drivers of the potential risk of unresolved safety recalls on their vehicles.

Campaign Details

Using a layered approach, the campaign used geotargeting and audience data to target individuals who owned used vehicles and lived within the area. The campaign ran for 43 days and had a budget of \$6,100.

Messaging

1 in 5 vehicles has an open safety recall: does yours?
Check now at [CheckToProtect.org](https://www.CheckToProtect.org) – repairs are free.

Results

The campaign delivered **612,000 impressions** and a **CTR of 2.76%**.

