



SUCCESS STORY

TITO'S VODKA



Tito's took advantage of our hyper-targeting capabilities to immerse themselves into the excitement surrounding the infamous and exclusive Master's Golf Tournament in Augusta, GA. Tito's creative message was a hole-in-one, impossible to miss both physically and on attendee's mobile devices

MEDIA FORMAT: 🚚 Mobile Billboard Campaign

CAMPAIGN DATE: 📅 MARCH 2023

MARKETS

- Master's Golf Tournament
 - Hilton Head, SC
 - Augusta, GA

RESULTS

653,799 IMPRESSIONS

0.39% CTR

0.07% BENCHMARK CTR FOR INDUSTRY

458% RELATIVE PERFORMANCE

.93% SHADOWFENCE RETARGETING CTR