



## DIGITAL AIR STRIKE'S GEOFENCED ADS HELP TIRE PROS INCREASE BRAND AWARENESS AMONG FANS AT NASCAR RACES

### Goal:

Tire Pros wanted to increase brand awareness at NASCAR races, especially as a sponsor of the NASCAR No. 8 Chevrolet team for JR Motorsports.

### Solution:

- ✓ Digital Air Strike launched geofenced advertising campaigns and Facebook and Instagram Stories for engagement and brand awareness.
- ✓ The campaign included Google display ads to reach attendees using their mobile devices to browse top sites, watch YouTube videos, and use popular apps.
- ✓ Geofencing ads targeted fans at the race and popular areas nearby, including bars, restaurants, and campgrounds, to capture race fans in defined locations surrounding the racetrack.
- ✓ The ads targeted specific demographics to reach the right audience, driving people to the Tire Pros locator page on the company's main website.

### GEOFENCING ADS HELP US EXTEND OUR REACH TO A NEW AUDIENCE

Digital Air Strike is helping us increase our brand awareness among NASCAR fans. We've seen considerable growth in followers on our social media channels, including Facebook, Instagram, and Twitter. The ads have worked great in capturing the audience's attention at the track and helped us extend our reach to a new audience. We look forward to our continued success with Digital Air Strike.

**KELLY SUMNER, DIRECTOR, TIRE PROS MARKETING**

## RESULTS: ✓

**1.35M**  
IMPRESSIONS

**3,068**  
CLICKS TO THE  
TIRE PROS WEBSITE

**.23%**  
CLICK-THROUGH RATE  
3X HIGHER THAN  
INDUSTRY AVERAGE