

DULLES TOWN CENTER

ENTER-TO-WIN PROMOTION

CASE STUDY



THE TIMING

February 14, 2015 - March 2, 2015

THE SITUATION

Dulles Town Center wanted to achieve two objectives: Increasing Facebook "Likes" and email registration while promoting their restaurants and movie theater tenants.

THE SOLUTION

Utilizing a \$2,500 budget, Dulles Town Center created an enter-to-win campaign that was promoted using PlaceWise Media's Digital Direct online advertising service, which placed ads

within a geographic area on third-party sites, including Facebook. Visitors to the Dulles Town Center site were also retargeted when they left the site. When a shopper clicked on an ad, they were taken to a website page where they had the opportunity to "Like" the Dulles Town Center page on Facebook, sign up for email and enter to win a restaurant gift card and movie tickets.

THE RESULTS

- Delivered over 200,000 impressions and attained an overall CTR of 1.80%, 3x that of standard banner ads
- Received 1,218 entries, adding more than 1,200 new emails to the mall's email list
- Added nearly 500 Facebook "Likes"

WHAT THE CLIENT HAD TO SAY ABOUT THE EVENT

"We tasked PlaceWise to create an engaging Valentine's Day digital advertising campaign to promote our newly opened theaters and restaurant selection. The campaign not only added new e-mail subscribers and social media followers, it also assisted in foot traffic gains for the busy Valentine's Day weekend. We plan on doing another campaign with PlaceWise in the very near future."

-Dan Cook, Director of Marketing/Retail

