



# BEACON POWERED AUDIENCE RETARGETING

## A HISTORY OF INNOVATION

WRAL, owned by Capitol Broadcasting Company, consistently punches above its weight class. While ranking as the 25th DMA, WRAL consistently beats out larger markets for desktop and mobile traffic, and routinely out-innovates media companies around the world. In April 2015, the National Association of Broadcasters awarded Jimmy Goodmon, VP & GM of Capitol Broadcasting, their first Digital Leadership Award.

With this backdrop in mind, they seized upon the opportunity to explore new uses for Bluetooth beacons, partnering with Reveal Mobile for their campaigns.

## BUILDING THE AUDIENCES

Reveal Mobile uses patent-pending algorithms to detect, place, and classify beacons anywhere in the world. Today it's converted millions of beacon signals into a nationwide database of known beacons, covering retail, major venues, airports, restaurants and more. While traditional lat/long audiences require the app to be open and running, detecting or "bumping" beacons can occur when apps are not in use. This allows Reveal Mobile to build larger, and more accurate, location-based audiences.

Working together with WRAL, they identified audience groups relevant to the campaign below, including known travelers, desired income, and desired education levels.

## RESULTS

The NC State Poole College of Management represents the nationally accredited, and well respected, Jenkins MBA program. Christine Ferrell, Director of Marketing for the Jenkins Graduate Programs, desired to reach her target audience on mobile, while creating different audience segments for their full-time, part-time, and online school campaigns.

By partnering with Reveal Mobile, Ferrell built a very unique audience comprised of demographic segments and beacon-powered retargeting groups. The audience chosen represented devices that bumped into a beacon at a major airport, creating a segment of known travelers, and potentially a better fit for their online MBA program. Additional targeting criteria included age ranges, income levels, and devices classified as having a bachelor's degree.

The results: the MBA program doubled their performance over previous mobile campaigns, achieving a 1.00% click-through rate.



## NOT YOUR TYPICAL BEACON USE CASE

Instead of using beacons to deliver real-time notifications, WRAL opted to use Reveal Mobile's custom audience builder to create beacon-powered retargeting audiences.

**NC STATE**

Jenkins MBA

**1.00%**

Click-through rate