

# The U.S. Army came to Huddled Masses with the challenge of driving recruitment

The U.S. Army came to Huddled Masses with the challenge of driving recruitment in specific geo-locations across the U.S. We were asked not to use any retargeting, or behavioral targeting in accordance with the government regulations at the time of campaign execution.

- ▶ Mobile geo-fencing around colleges in the targeted geo's.
- ▶ Historical geo-fencing of device ID's seen at those colleges over the last year.
- ▶ Geo-fencing of NACCAP & ArkACRAO college fairs
- ▶ Historical geo-fencing of past NACCAP & ArkACRA college fairs.
- ▶ Streaming Audio ads key college zip codes with 18-24 age targeting.



## How Huddled Masses delivered results

One week after the campaign launch, we looked at all the data we had gathered and began making optimizations and moving budget towards the strategies that were driving the most conversions, creating new strategies based upon our learnings and turning off strategies that were not working.

### OPTIMIZATIONS:

- ▶ We added a custom contextual keyword segment
- ▶ Our team reviewed the site/app list reporting and blacklisted anything that was underperforming
- ▶ We increased the bid on the streaming audio tactics as we saw that those were performing well, but we were not winning all available bids.

### RESULTS

At the end of the 30 day campaign, Huddled Masses was the top performing partner and the client awarded our team with 10 additional campaigns the following month.

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