



Hyper Localized Advertising, Automated at Scale

Vertical: Retail

Country: Norway

Their Story:

Improving the relevance of advertising

MIX is a chain on kiosks serving snacks like hot dogs and milkshakes with 150 kiosks around Norway. Conventional targeting alternatives on Facebook provide a way to find the interesting consumer profiles to target, but for the ads to be able to drive traffic to the kiosks **they should be targeted to people who can access them**. Even better, the ads could be more relevant by being customized based on the **current weather** in a specific location.

Their Goal:

Targeting people near the kiosks with weather-specific creatives

Carat wanted to build MIX a campaign where traffic is driven by targeting people based on their proximity to a kiosk and with a creative fitting for the local weather situation. However, there are over 150 kiosks at different locations, and weather information changes constantly for each of the locations. Manually maintaining the campaigns would be virtually impossible.

Their Solution:

Hyper localized advertising, automated at scale

With Smartly.io's Automated Ads and dynamic targeting, Carat automated the entire targeting and ad selection process. From a spreadsheet-feed with kiosk locations and weather information, **weather-specific ads were selected to target people near the kiosks**. The ads were automatically updated every three hours based on the weather situation, and each ad was customized to give information about the nearest kiosk. **The solution resulted in automated, hyper localized, and weather-customized ads across the MIX kiosk network in Norway.**

We always offer a 14-day free trial
and no minimum contract period.

Contact us at info@smartly.io



Examples:



What could be more relevant than promoting a Milkshake on warm days from nearby? In just over a month (May – June, 2016), they automatically created 10 262 individual adsets with hyper locally customized ad creative and targeting. The hyper local and relevant ads made it easier to connect with an audience.

Their Reaction:

"Automated Ads with address targeting and integrated weather data have allowed us to create geotargeted and customized ads to 150 shops across Norway in no time. The results of the campaign have so far been very successful with very good support from Smartly.io."

Trine Humlen, Social Media Manager, Carat



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