



SkyZone

SkyZone optimized their digital advertising strategy and drove massive increases in qualified traffic by leveraging the DemandJump's Traffic Cloud™ platform.

Optimizing your digital strategy is no simple task and it can be difficult for even the most seasoned marketer to know where to start. Are you using the best keywords? Are you advertising on the right sites? What are your competitors doing? These are some critical questions plaguing marketers.

SkyZone leveraged insights from Traffic Cloud™ to answer these questions and drive more qualified traffic to their site. Traffic Cloud™ identified the most powerful sites driving traffic to their competitive ecosystem and surfaced a custom display whitelist. After deploying ads only on the targeted whitelist, Skyzone saw enormous increases in click through rate while minimizing their cost per click.



“The DemandJump Traffic Cloud™ Customer Acquisition Platform identified the most powerful sites for our display ad placements giving us a 184% increase in click through rate on a much more efficient budget“

-Neal Prewitt, COO SkyZone, Fishers & Shererville IN

Want to learn more?

demandjump.com/live-demo

| 1-317-993-3620

RESULTS

184%

Increase in
Click Through Rate
in one month

17%

decrease in
Cost Per Click
in one month



SKY ZONE®
TRAMPOLINE PARK