

Crafthouse was launched with a strong social media presence which they'd been ramping up almost a year prior. Within the first month, their three premixed cocktails; Southside, Paloma, and Moscow Mule could be found in 12 stores spread out around the greater Chicago area.



**Goals:**

To raise awareness, of both the Crafthouse brand and the physical locations where the premixed cocktails could be sampled and purchased. Additionally, to reach riders in the vicinity and drive them to Crafthouse's mobile-ready location search page.

**Services:**

Considering all three cocktails Crafthouse had to offer, we designed a campaign that would not only reach the appropriate riders, but also give some indication of which product was driving the most mobile web traffic.

Our design team created four banners that communicate each product in a clear, concise, and ultra-clickable manner.

**Strategy:**

The various locations selling Crafthouse were widespread throughout the city. Custom geo-targeting was used to make an impact on transit riders that frequent the stops closest to these establishments.

Of the four banners used, three were product specific, while the fourth was a designed for general brand awareness. The click-through-rates of the three product specific banners were compared throughout the campaign and used to optimized it over time.

To focus the targeting even further, the banners were optimized for riders who have already shown interest in Drink, Entertainment, Food, and Shopping.

**Results:**

Mobile web traffic increased almost instantly, and midway through, had more than doubled. Google Analytics showed this sudden increase to be a direct result of the CommuteStream mobile ad platform.

This increase in traffic remained consistent throughout the duration of the campaign. Once the Crafthouse ads were paused, traffic returned to levels just higher than they were previously. This campaign ended with a CTR of 1.7%, one of the highest to date.

Additionally, monitoring the traffic based on individual banners gave Crafthouse insight into which product performed better in different parts of the city.

**Key Metrics:**

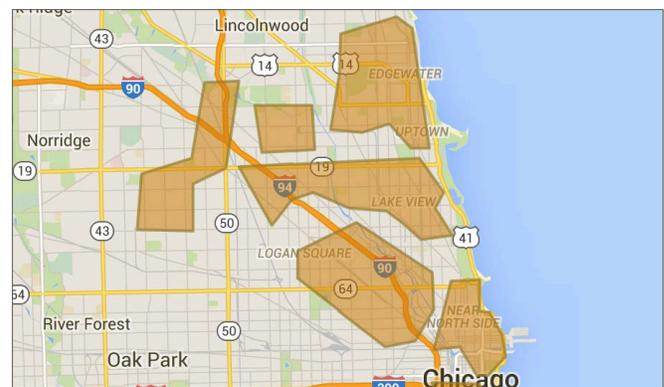
- 90,000+** Impressions Delivered
- 1,517** Clicks
- 1.7%** CTR
- 7 Weeks** Running

**Analytics:**

3/20/2014 to 5/10/2014



**Targeting:**



**Creative:**



Individual banners for each premixed cocktail were produced, as well as one featuring all three products.