



## GoErie.com Advertisers Receive Click-Through Rate Increase Of Up To 1000% using Impact Engine Display Ads!

### Challenge:

- GoErie.com needed a tangible way to educate their clients on online display advertising, but had limited resources to create spec ads.
- The sales team at GoErie.com sought to adopt an online display ad solution that would enable its advertisers to increase both the visibility and customer response from their online ads.

### Solution:

- GoErie.com's sales representatives were able to create personalized spec ads and show clients Impact Engine's extensive gallery, enabling clients to visualize their opportunities with online advertising.
- GoErie.com was able to educate its clients on the different advertising possibilities and how different formats can help them achieve those advertising goals.
- Impact Engine's online display ads, particularly the premier ad formats such as corner peels, expandable, and floating ads, enabled GoErie.com's advertisers to truly stand out on the newspaper's website.
- The simplicity of Impact Engine's ad builder allowed the GoErie.com sales team members to implement content updates for their clients without having to go through the production department.

### Results:

- After launching Impact Engine's solution for online display ads, GoErie.com tripled the number of auto dealer clients that placed display ads online.
- Impact Engine high performance ad units increased ad click-through rates by up to 1000%.
- GoErie.com's sales team was able to log in and make real-time content updates in less than 5 minutes for clients like auto dealers updating inventory and restaurants changing out weekly specials.

*"Impact Engine has been a positive for GoErie.com both from a revenue and production standpoint"*

**Jeff Biletnikoff**  
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