

KEGERREIS

{digital marketing}

OVERVIEW

Services, Client Success Stories,
& Strategic Principles



Summary

Kegerreis is a 40+ year old family-owned multi-media company with thousands of clients.

Our approach has three core aspects:

- **Analytics-First Advertising** – understand the audience, market, and customer response.
- **Value Testing and Proving** – design measurable marketing tests and proofs.
- **Scaling and Optimizing** – research locations, demographics, contexts, time of day, frequency, and monitor ROAS efficiencies.

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Available Media Pricing Range

Deliverables will be priced by CPM in most display environments (from \$3 – \$15), and with 20% commission for Google AdWords placements.

MEDIA TYPE	CPM RANGE	CPC RATES	ATTRIBUTION METHODS
Search Engine Marketing (SEM)	\$5 to \$60	\$0.25 to \$4.00	Pixel based tracing.
Geo Targeted Display	\$5 to \$10	\$0.50 to \$3.00	Pixel based tracing and footfall (mobile device) attribution within defined geography.
Social	\$5 to \$8	\$0.80 to \$5.00	Pixel based tracing
Contextual Retargeting	\$5 to \$15	\$0.80 to \$4.00	Pixel based tracing and mobile device footfall within defined geography.
OTT Video Advertising	\$8 to \$20	\$1.50 to \$6.00	Pixel based tracing and mobile device footfall.
OOH Advertising	\$3 to \$15		Mobile device footfall tracing and market response models with control groups.
Print Advertising	\$8 to \$25	\$2.50 to \$6.00	QR Codes, Couponing and market response models with control groups.

Our Capabilities

As a performance-based agency, we use key partnerships and memberships to ensure the best awareness of industry trends and data insights to optimize customer journeys and conversions.

THE RESULT? – Attribution analysis and optimized ROAS (Return on Ad Spend).

▶ TV/OTT/CTV

📍 Digital

👍 Social

🖨️ Print

🗣️ OOH

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geopath

AM> | AMERICAN MARKETING ASSOCIATION

ACCA

Southern Piedmont
Technology Council
Thinkers. Innovators. Collaborators.



Google
Partner

▶ TV/OTT

We are prepared to assist with a variety of video streaming solutions. We follow a process that ensures our clients reach their goals and have carefully measured results.

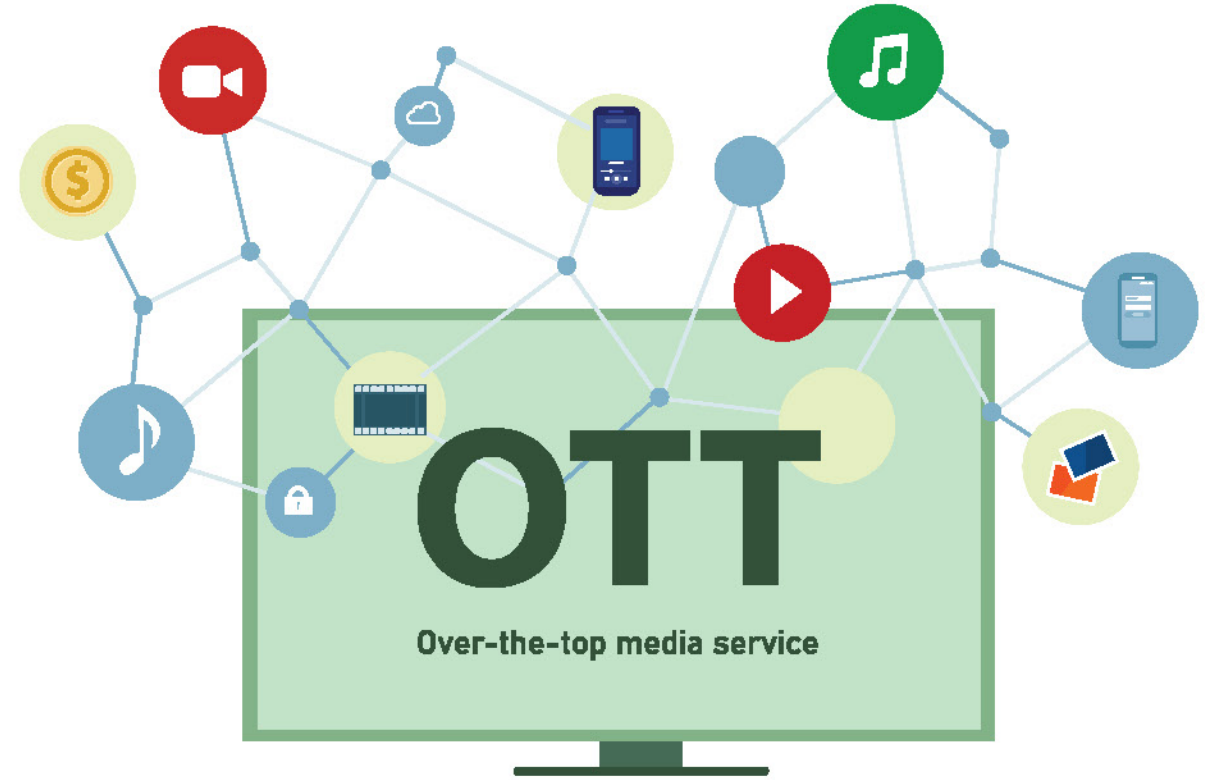
Branding review of messages and context

A/B testing of messages and ads

Audience targeting and delineation

Media context placement and timing

Performance optimization



DIGITAL

An area of great expertise, we offer a full array of digital marketing solutions, consultation, and performance analysis. We seek to identify and reduce customer acquisition costs.

On brand message ideation

A/B testing of messages and keywords

Audience targeting and clarification

Campaign deployment

Ad performance and CAC analysis



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SOCIAL

Kegerreis offers a variety of services in Social Media Management and Marketing as part of integrated marketing campaigns.

Message ideation and creation

A/B testing in various platforms

Clarify audience engagements

Deploy and manage campaigns

Analyze performance





OOH

Being part of the 9th largest billboard company in the US, Kegerreis Digital Marketing is well positioned to offer our clients high impact advertising elevating their brands.

Integrate OOH messages with SEM

A/B test messages and keywords

Geotag billboard viewshed audiences

Retarget OOH audiences

Measure ad performance and visitation



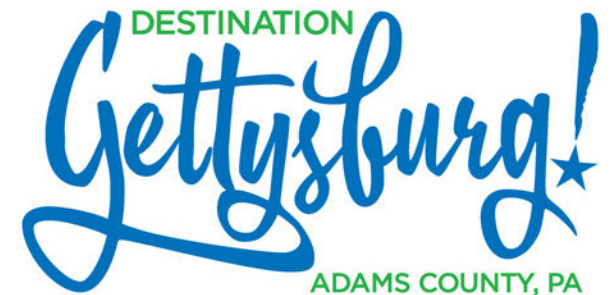
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Past Experience

With Brands Small and Large

Kegerreis has an extensive portfolio of past and current clients, from the world's largest brands, like Proctor & Gamble, to many niche retailers. We offer affordable, yet sophisticated guidance in a variety of industries – recruitment, retail, tourism, consumer services, and many more.

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National Event Marketer

Convention/expo client (BTC)

CHALLENGE

Lower cost per click while improving return on ad spend across 21 unique geographies during Covid-19 restrictions.

SOLUTION

Provided Google Search Engine Marketing and Geo Targeted Digital Display Advertising.

RESULTS

- **Outperformed** competing advertisers by more than **900%** on cost per ticket sale.
- **Lowered** average cost per click from **\$1.41** to **\$.50**.
- **Increased** attendance.



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Home Services Client

Regional BTC

CHALLENGE

Reduce wasted digital marketing dollars by identifying better performing audiences and geographies while simultaneously increasing leads.

SOLUTION

Optimized Google AdWords for appropriate search relevancies and improved prospect targeting.

RESULTS

- **Reduced** overall digital marketing spend by **59.9%** while increasing lead generation **250%**.
- **Improved** impression delivery **2,941%**.
- **Lowered** average Cost Per Click from **\$33.20** to **\$5.33**.



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Regional Restaurant Chain

13 Locations

CHALLENGE

Reversed declining organic branded search volume throughout market, while growing catering business, recruiting personnel, and driving carry-out business through various food special periods.

SOLUTION

Evaluated unique and underserved keywords and deployed a specialized campaign to target more responsive micro-social communities. Identified bid strategy to optimize spending, relative to key competitors. Evaluated footfall audiences to confirm engagement.

RESULTS

- **Increased** sales of highlighted specials **19.2%** versus prior period.
- **Grew** overall sales 16.7%.
- **Won** competitor keywords versus multiple national chains.
- Reversed downward trend of branded search volume.



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Fishing Company

Regional Destination Location Attraction

CHALLENGE

Prior to working with KDM, client was experiencing very poor performance with conversion, defined as online bookings.

SOLUTION

Implemented branding campaign with bottom of funnel conversion efforts through Geofencing and Google AdWords. KDM served optimized digital ads to key demographic and geographic audiences throughout Mid-Atlantic.

RESULTS

- **600% Increase** in website visitation.
- **2500% Increase** in online bookings
- **59 to 1** Return on Ad Spend.

Business name
and logos
hidden



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Produce

Regional Destination Location Attraction

CHALLENGE

This mid-size agritourism business had numerous goals.

- Increase farm co-op subscriptions and expand client base.
- Find efficient, scalable alternatives to social media marketing.
- Increase sales so family members can work full-time on farm.

SOLUTION

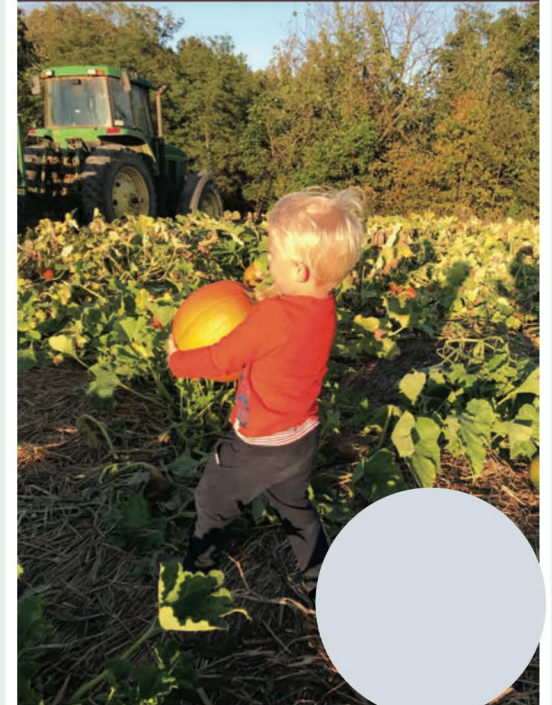
Implemented targeted digital marketing campaigns to confirm CAC and identify best ROAS through A/B testing and other strategies.

RESULTS

- **40% Increase** in Direct-To-Consumer sales.
- Farm visitation for all seasonal events **increased substantially**.
- Produce Box Sales **more than doubled**, compared to prior year.
- Husband and wife now work exclusively on the farm.

Business name
and logos
hidden

**CORN MAZE &
PUMPKIN PATCH**
SEPT. 18TH - NOV. 6TH
OPEN 7 DAYS A WEEK!



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KDM's Ad Testing Program

HOW IT WORKS

Over 3 months, Kegerreis will deploy, and A/B test, targeted mobile ad displays (Geo-fencing) and manage PPC campaigns (Google AdWords), while optimizing campaigns continuously.

WHAT WE FIND AND REPORT EACH MONTH

- **Overall impressions.**
- **Competitive influences** affecting bid costs.
- **Best performing ads.**
- **Best performing audiences.**
- **CPC** (Cost Per Click).
- **CAC** (Customer Acquisition Cost).
- **ROAS** (Return On Ad Spend).
- **And potentially much more!**

