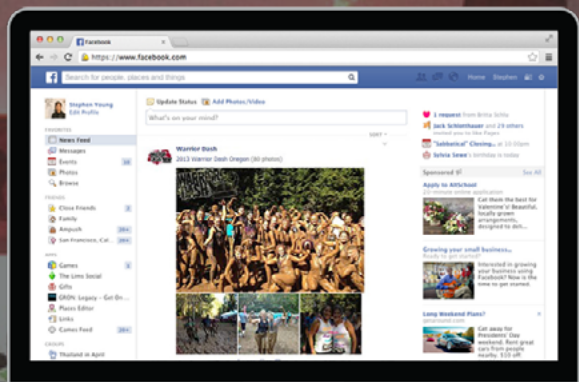




Warrior Dash

3,000+ race registrations in a single day with custom audiences targeting



Their Story:

Red Frog Event’s Warrior Dash is the world’s largest obstacle race series with events held in the U.S., Europe, Asia, Australia, and Mexico.

Goal:

Red Frog Events sought to **increase race sign-ups** from new and former Warrior Dash participants through general and special offer campaigns.

Execution:

Red Frog Events promoted **Page Post Photo Ads** with **Facebook custom audiences** in conjunction with the AMP marketing platform to identify and reach dozens of granularly targeted audience groups with **100+ personalized messages**.

Results:

Custom audience targeting achieved a **28% CTR** and significantly lower CPAs when compared to prior campaigns on Facebook.

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Highlights



28%
CTR

among groups targeted by AMP through custom audiences



3,000+
race registrations

in a single day with custom audience targeting



96%
lower CPA

for special offer registrations when compared to prior campaigns

“We were pleased with the results of the Custom Audience targeting, which resulted in more than 3,000 race registrations in one day.”

Jordan Diehl, Marketing Senior Manager
WarriorDash