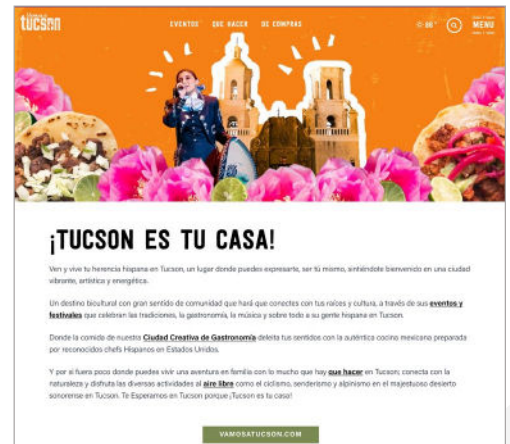


Orange142's Digital Advertising Success with Multicultural Hispanic Audiences

Orange142, a digital marketing agency, successfully targeted a multicultural Hispanic audience with digital advertising channels.

The objective was to increase website traffic for the “Vamos a Tucson” website and personally connect with the target audience. Through targeted messaging, high-quality creative assets, and various ad channels, Orange142 aimed to increase engagement and drive significant results.



STRATEGY

Orange142 used a multi-faceted strategy to reach the multicultural Hispanic audience. This included a variety of ad channels such as social media, display advertising, and search engine marketing. The targeted messaging appealed to the Hispanic audience's specific interests, focusing on culture and heritage. High-quality creative assets relevant to the Hispanic language and culture were also used to stand out.

EXECUTION

Within the first three weeks of the campaign, Orange142 could serve/deliver:

1,228,925
ad impressions

13,771
ad clicks delivered

500%
increased web traffic

The engagement was strong when ad targeting and messaging were focused on the typically underserved multicultural audience. Using targeted messaging that appealed to the specific interests of the Hispanic audience helped connect with the target audience on a personal level.

One of the most significant reasons for Orange142's success in targeting the multicultural Hispanic audience was the use of the Direct Digital Holdings platform. This platform allowed Orange142 to identify and target audiences based on language, location, and cultural interests.

RESULTS

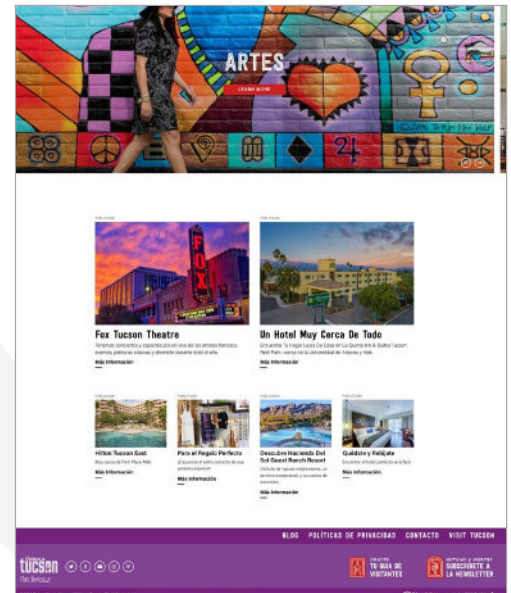
Orange142's success in targeting a multicultural Hispanic audience with digital advertising channels is a testament to the power of digital advertising to reach diverse audiences. By using a variety of ad channels, targeted messaging, and high-quality creative assets, Orange142 was able to connect with its target audience on a personal level and drive significant results.

The website traffic rose by over 500% for the "Vamos a Tucson" website, which is a significant increase. The engagement was strong when ad targeting and messaging were focused on the typically underserved multicultural audience. This is likely because these audiences are more likely to be interested in products and services relevant to their culture and heritage.

Orange142's success in targeting a multicultural Hispanic audience with digital advertising channels is a great example for businesses looking to expand their reach to diverse audiences and improve their overall marketing strategy. **By using a variety of ad channels, targeted messaging, and high-quality creative assets**, businesses can connect with their target audience on a personal level and drive significant results.

Get in touch to find out more.

Data-driven analytics. Creative thinking. Leading-edge technology. We want to use our tools and knowledge to meet your needs and enliven your business. **We are Orange.**



THE WEBSITE TRAFFIC ROSE BY OVER 500% FOR THE "VAMOS A TUCSON" WEBSITE