

CASE STUDY

CITY OF AUSTIN RESOURCE RECOVERY



WATERLOO
MEDIA
AUSTIN, TEXAS

OBJECTIVE

Encourage business owners and decision makers to submit their annual diversion plan to the city by the program deadline.

STRATEGY

SEM and search retargeting display ads targeting people searching specific keywords related to the campaign. Paid social ads using a custom audience matching email addresses to corresponding social accounts.

THE RESULT

8% increase in applications

“The (Waterloo) team has been easy to work with, highly professional and they always get right back to me with answers and ideas. The team has improved our social media, digital and direct marketing influence to a highly specialized audience. Since we started our campaign partnership last fall, we’ve benefitted from heightened awareness and we’ve seen an 8 percent increase in engagement year over year.”

- Susanne Harm