



## Alaska Wilderness League

'Alaskans for Public Lands' Case Study



Alaska Wilderness League collaborated with Canopy to help implement their campaign to raise awareness of public land preservation.

Because of the campaign's proximity to the 2020 presidential elections, Canopy had to prepare tailored campaigns for both potential outcomes. Targeting accuracy was critical to the campaign's success, so Canopy implemented demographic targeting in conjunction with Geofencing and Site Retargeting Optimization. The campaign's sizable geographic reach included Anchorage, Fairbanks, Juneau, Palmer and Willow.

"Canopy helped us deliver a highly impressive 0.17% CTR by combining advanced Geofencing and Programmatic display in what was a very challenging campaign. The results speak for themselves."

**Andy Moderow, State Director, Alaska Wilderness League**

Alaska Wilderness League protects Alaska's public lands by fighting for wilderness, wildlife, Indigenous rights and a cleaner energy future.



**2 Million**  
Impressions



**21%**  
Impression  
Win Rate



**0.17%**  
CTR

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