

Times Citizen Overview

Times Citizen Communications is a privately-held media company headquartered in Iowa Falls, Iowa. Locally, it operates the Iowa Falls Times Citizen and Ackley World Journal newspapers, The Advertiser shopper, and KIFG Radio. Nationally, they operate a Media Marketing Department for a variety of agricultural publications, a digital advertising agency, and a commercial printing operation.

Before introducing digital, TCC was extremely print advertising centric, ROP, Classified, Inserts, and National Advertising, along with selling a variety of direct display ads, business listings, and auctions on their in-house websites.

Key Challenges

- One-dimensional sales approach which resulted in customer churn
- Declining ad revenue compounded by rising supply chain costs and staffing shortages
- Digital marketing adoption
- A highly competitive landscape dominated by larger dealers who can offer diversified product selection and service at scale

Strategic Goals

- Deploying integrated marketing campaigns which include Display, SEO, SEM, and Social tactics
- Precisely target and measure campaigns

Solutions

- Run Display Campaigns featuring Keyword Targeting and Geofencing
- Developing and defining measurable and attributable KPIs
- Enhancing knowledge and expertise of the latest digital marketing and advertising tactics

Campaign Results

2019 to 2021

330%

Increase in Impressions

460%

Increase in Clicks

66%

Increase in CTR

130

Due to new business generation, TCC increased to 130 campaigns, tripling the number of 2020 campaigns.

51%

CPC reduced by more than 50% from \$3.47 to \$1.70.



**WICK
BUILDINGS**

Running Display Campaigns led to CTR's ABOVE .15%. Wick Buildings held a .15% CTR in 6 states. Iowa, Kansas, Michigan, Minnesota, Missouri and Nebraska.

12,000,000+

Impressions in 2021

19,000+

Clicks in 2021

“Partnering with Canopy yielded a significant and measurable increase in our previous Search and Keyword targeting strategy. In fact, the results were so positive that we’ve now expanded our month-to-month campaign scope.”

- Josh Lovelace, Director of Media Marketing,
Times Citizen Communications

