

Overview

Campaign Focus

Lead Generation

Campaign Length

6 Months

Objectives

To increase estimate requests for closet or storage solutions.

Products Utilized

- Social Lead Generation

Results

Leads

48

Impressions

108,282

Clicks

1,622

Click-Thru Rate

1.49%

Strategies & Solutions

- Throughout this campaign, we utilized a social lead generation strategy to enhance awareness and generate estimates for closet and storage solutions in homes. We employed a higher intent form with carefully crafted questions that indicated purchase intent. As a result, we recommended this approach to effectively drive engagement and encourage potential customers to consider the clients offerings.
- The audience segmentation encompassed individuals who owned homes and belonged to the top 5% of households in terms of income, while also exhibiting an interest in storage.
- Various optimizations were implemented throughout the entire duration of the campaign with the aim of enhancing the delivery of high-quality leads.