

Overview

Campaign Focus

Kitchen & Bath - Design & Build

Campaign Length

6 Months

Objectives

To increase web traffic, phone calls, and form submissions interested in an in home estimate to renovate their kitchen.

Products Utilized

- Display
- Retargeting
- Device ID/Geo Fencing
- Targeted Email

Results

Impressions

1,632,602

Clicks

10,449

Click-Thru Rate

.79%

Closed Project Matchback

4 Renovations

Strategies & Solutions

- We recommended a Targeted Email, Display, Retargeting, and Device ID/Geo Fencing of competitor's showrooms as a campaign strategy. Secondary audience blended into the campaign: single family home owners, property value 600k+, high net-worth or HHI 200k+. ROAS: 200k+ revenue growth matched back to completed projects from 1 tactic within the campaign.
- Campaign optimizations were made throughout its entirety to increase the delivery of "conversions" and quality leads. Match back/attribution was ran on 4 months of closed projects resulting in an estimated \$260,000.