

Overview

Campaign Focus

Landscape Architect

Campaign Length

6 Months

Objectives

To increase web traffic, phone calls, and form submissions from SFHO, HHI 250k+, 1.5m+ Net worth looking to invest \$300k+ in their outdoor living space.

Products Utilized

- Programmatic Display
- Retargeting
- Device ID/Geo Fencing

Results

Impressions

1,407,331

Clicks

986

Conversions

78

Strategies & Solutions

- We recommended a Programmatic Display, Retargeting, and Device ID/Geo Fencing campaign strategy to high net-worth homeowners in a specific geography.
- 78 Website form submits were tracked under conversion reporting. Resulting in 13 quality leads per month.
- The campaign was renewed multiple times due to the client's satisfaction with the results.