

Overview

Campaign Focus

Leads/Request for Info

Campaign Length

6 Months

Objectives

Lead generation for in-ground pool installations.

Products Utilized

- PPC - Google Paid Search
- Display
- Device ID

Results

Impressions

420,877

Clicks

10,046

Click-Thru Rate

2.39%

Total Conversions

135

Strategies & Solutions

- We recommended a full funnel campaign utilizing Display, Device ID & Pay Per Click/Google Search.
- Our team built out a plan targeting keywords specific to pool installation queries and a secondary audience targeting affluent home owners.