

Overview

Campaign Focus

Awareness & Interest

Campaign Length

6 Months

Objectives

Generate interest and awareness for an In-ground Pool Builder.

Products Utilized

- MMS/Text Marketing
- Display
- Device ID

Results

Unique Users

6,900

Returning Visitors

1,198

Web Form Submissions

21

Strategies & Solutions

- We recommended a full funnel campaign utilizing Mobile Display Ads, Text Marketing & Device ID.
- Our team built out a plan targeting affluent home owners with multiple touch points serving on a variety of platforms. In 6 months we were able to generate 13 text responses scheduling estimates, 6,900 unique users, 1,198 returning visits and 21 website form submissions.