

# DISPLAY / DEVICE ID / RETARGET CASE STUDY

Outdoor Living Business



## Overview

### Campaign Focus

To increase web traffic, phone calls, and form submissions from individuals seeking various Landscaping services.

### Campaign Length

6 Months

### Products Utilized

Display  
Retargeting  
Device ID / Geo Fencing

<b>Impressions</b>	
<b>1,407,331</b>	
<b>Clicks</b>	
<b>986</b>	
	<b>Conversions</b>
	<b>78</b>

## Objectives

The objective was to boost web traffic, phone calls, and form submissions for landscaping services by using a combination of display marketing, device ID targeting, and retargeting ads. We deployed engaging display ads across relevant websites and apps to attract new clients, leveraged device ID targeting to reach users who have shown interest in outdoor living services, and used retargeting ads to re-engage individuals who have previously interacted with the ads. This comprehensive approach aimed to drive more qualified traffic, increase direct inquiries, and enhance overall lead generation.

## Solutions

We recommended a Programmatic Display, Retargeting, and Device ID/Geo Fencing campaign strategy to high net-worth homeowners in a specific geography.

Campaign optimizations were made throughout its entirety to increase the delivery of quality leads.

This campaign was renewed multiple times because the client was highly satisfied with the results. Their positive feedback and ongoing satisfaction led to the continued investment in the campaign. Each renewal reflected the campaign's success and the client's confidence in its effectiveness.