

Home Services Company

Client: Regional Home Services Client Selling Windows and Doors

Challenges

- Client needed to improve lead generation in a heavily competitive marketplace.
- Needed to measure spend, in order to secure more budget. They had been generating leads through social media and other digital spending but getting measurable data from linear television and radio proved difficult.

Solutions



Identified in-market audiences for remodeling and home improvements, using rich data points beyond age and demographics.



Ran full funnel connected TV campaigns and omnichannel programmatic ad campaigns to generate awareness and provide a frictionless consumer journey to conversion.



Conducted time to conversion analysis to gain insights and identify potential efficiencies that could be leveraged to increase reach, frequency, and overall performance.

Proven Results

- ✓ **58% increase** in total attributions month-over-month.
- ✓ **984% increase in visits** to their leads and appointments pages.
- ✓ **100% increase in leads** and appointment confirmations.
- ✓ **5,554 total site visits** from users who viewed their ads.
- ✓ **1,144 visits** to their appointments, quote, and lead form pages.
- ✓ **55 users converted** via their confirmation page for new leads & appointments.