HEATING AND AC CONTRACTOR FINDS CLIENTS

OVERVIEW

A heating and air conditioning contractor was looking to target individuals with an immediate need for HVAC services with a localized advertising campaign. They enlisted our help to utilize several programmatic tactics to target users based on online behavior and achieve the industry average CTR of .08-.1%.

SOLUTION

The team developed a comprehensive strategy of search retargeting at the keyword level, category contextual targeting and site retargeting. We closely monitored the campaign and made multiple mid-flight adjustments, in addition to automated optimizations through the use of unstructured data. These optimizations included adjusting frequency capping and website filtering.

RESULTS

Through multiple tactics and optimizations, we delivered a CTR of .14% over the year-long campaign, exceeding the initial goal of a .08-.1% CTR.

.14%

CAMPAIGN CTR

CATEGORY
HVAC

CAMPAIGN GOAL
.08-.1% CTR

CAMPAIGN LENGTH
1 YEAR