

PLUMBING AND HEATING COMPANY SERVES HOMEOWNERS

OVERVIEW

A regional plumbing and heating company was looking to build awareness among their target audience and improve their programmatic advertising performance. They enlisted our help to precisely target homeowners who needed plumbing and HVAC services while striving for a CTR of .1%.

SOLUTION

The team developed a mobile-first targeting strategy based on geo-optimization and our use of unstructured data. With quick learning from the campaign launch, our multivariate algorithms were able to continually optimize the campaign mid-flight. Optimizations included blacklisting specific domains to more precisely target customers, adjusting the frequency and impression caps to maximize budget and reach, and implementing dayparting to ensure timely delivery of ads.

RESULTS

Through multiple tactics and optimizations, we achieved a CTR of .15%, exceeding the client's initial goal of reaching a CTR of .1%.

1.5X

CAMPAIGN GOAL

CATEGORY
HOME & GARDEN

CAMPAIGN
GOAL
.1% CTR

CAMPAIGN
RESULT
.15% CTR