

CASE STUDY:

Digital Display, Print & Mail

Industry: Flooring

Overview

This flooring company wanted to quickly spread the word about their store, their COVID-19 Economic Relief event and more. The main objective was to effectively and efficiently send their message specifically to homeowners in their area using multiple channels.

OUR APPROACH

Audience Definition

For this campaign, we were able to distinguish a homeowner within their specific geographical area based off of a combination of consumer data, behavioral data and rooftop geofences.

Also, custom polygons were made specifically to geofence their competitor locations in order to display their message to competitor's visitors mobile devices the minute their mobile device is located within the geofence.

Print & Mail

To set a strong data-driven stage to their campaign we began with a direct mail element. We mailed to 18,000 homeowners within specific desired zipcodes who have indicated some sort of home improvement desire.

Digital Ad Design & Traffic

Various ad sets were designed for use in digital display advertising. Ads were served to the same homeowners we sent their mail piece to, to slowly convert them into warm traffic based on audience interaction with the ad sets. Also, we served 15, 30, 60, 90 & 120 second commercials to various ConnectedTV devices such as Roku and Amazon Fire Sticks to those same homeowners maximizing impact of the message by delivering to multiple devices within the same home and expanding the audience.

RESULTS/CONCLUSION

Although this was a quick campaign, an impact was made. Using a multi-channel approach is a must to convert cold traffic to customers. This process is done to nurture your cold traffic into warm traffic strategically with intelligent placements, message and most important, the right data.

Campaign Dates: May 15 - 31, 2020

Website Stats from Digital Traffic

Pages Visited:
2,852
New Users:
1,084

Digital Ad Stats:

Impressions:
101,747
Clicks: 620
CTR: 1.19%

Visitor Append Pixel Stats:

Unique Visitors:
1,220
Visitors Match : 33%

