

OVERVIEW

Client

Luxury Countertop Company

Campaign Length

4 Months

Geography

Southern US

Total Investment

\$28,000

Objectives

Drive foot traffic to the storefront and increase purchases

Products Utilized

Device ID, Dominant Display, SEM

RESULTS



58

Direct sales



\$3k

Average sale amount



6:1

Return on ad spend



1.7MM

Impressions

STRATEGY & SOLUTIONS

- This advertiser was looking to SELL countertops to a niche audience, specifically HIGH income and luxury-focused audiences. For that reason, we used a competitive blend display campaign to reach this specific group.
- We were looking to drive users into the business's location, so we included device ID to collect users historical location data and deliver ads to users that spend time in their competition's business.
- To drive leads to their website, we spent about half of the budget on SEM. This resulted in this business to show up at the TOP of Google results page, when searching for countertops.
- Finally, we were sure to include Local SEO to drive reviews and critical business information across their listings.