

HOME SERVICES CASE STUDY

OVERVIEW

Client

HVAC Service Provider

Campaign Length

Fourteen Months

Objectives

1. Increase the number of inquiries for HVAC maintenance
2. Grow branding & awareness amongst individuals in-market for air conditioners

Total Investment

\$42,000

Geography

Large DMA in the Southwest

Products Utilized

Programmatic Display

RESULTS

5,535

Total conversions
recorded

6,951

Total clicks to the
client's website

0.15%

Click-through rate
(CTR)

STRATEGY & SOLUTIONS

- Our team recommended utilizing Programmatic Display to take advantage of the granular behavioral and demographic targeting options available
- Since the client's goals were twofold, our Operations team set up two campaigns to better target each audience
 - One campaign honed in on individuals in-market for home repairs and maintenance
 - The other campaign targeted users who had searched for HVAC and climate control companies/services in the recent past
- Conversion tracking was a key priority for this client so all five (free!) conversion URLs were set up to record user actions