

CASE STUDY: HOME IMPROVEMENT

Home improvement store that ran a campaign using multiple targeting tactics to grow their brand awareness.

Included multiple standard banner ad sizes.

Home Improvement company ran an annual campaign targeting 8 key cities around brand awareness.

Targeting tactics included audience targeting to people ages 35-64, HHI \$60K+ with an interest/in-market for home improvement, contextually targeted home improvement & remodeling content along with a custom contextual segment containing flooring and countertop keywords, hyperlocally targeted a 2-mile radius around the store & their competitors, used a custom device ID retargeting segment to target users seen at local home improvement stores.

Impressions delivered: 20,000,000+ (3,000+ clicks to website/mo.)

Creatives: Multiple display ads sizes

0.18%

CTR

20M+

Impressions
delivered

0.08%

Above industry
standard