

CASE STUDY: HOME IMPROVEMENT

Window supplier ran a 6-week campaign focusing on new leads in a single DMA.

Targeting tactics included audience targeting to homeowners with HHI \$100K+, site retargeting, and native run of network.

Creatives: Multiple display sizes and native ads

Window supplier ran a display and native campaign with the goal of gaining new leads.

Included multiple display ad sizes as well as native placements.

