

INDUSTRY: Home Services

GOAL: Drive Traffic and Conversions

National Lawn Care Franchise Increases Site Traffic And Conversions With Strategus

3,971CONFIRMED
CONVERSIONS**\$2,184,050**IN REVENUE
GENERATED,
A 3000%+
ROI!**20,473**SITE VISITS
USERS WHO VISITED
THE CLIENT WEBSITE
AFTER VIEWING
THEIR ADS

OVERVIEW:

A national lawn-care franchise wanted to gauge the effectiveness of a Connected TV (CTV) campaign to drive customer interaction via form fills, calls and clicks. Strategus recommended a 4-week campaign to prove that CTV could convert customers and drive sales.

THE CHALLENGE:

The company had historically struggled to quantify the ROI of Linear TV advertising. Past tracking efforts included a dedicated phone number and clicks through digital ads but they were never able to attribute this back to commercial views. With no quantifiable results, they needed to produce measurable outcomes in order to consider CTV as a viable advertising option.

THE SOLUTION:

Strategus recommended the company build upper funnel awareness via CTV ads, followed by a retargeting strategy to serve display ads with a specific 'call to action' to customers who viewed the CTV ads. A layered targeting strategy was implemented to reach in-market lawn care shoppers and users who had visited the website. This was complimented by verifiable tracking methods on the company's website to measure effectiveness.

TARGETING:

3rd Party Audience Targeting:

[Own a single-family home] OR [Lawn care intender] OR [Interest in landscaping] OR [Interest in BBQ] OR [Gardening] OR [Lawns and pest Control] OR [Multi purpose insect and rodent chemicals]

Look-A-Like Targeting – targeted users who were modeled to visitors to the client website

CTV Site Retargeting

Encore Retargeting – retargeted users who previously viewed the client's CTV ad with (another) CTV ad and a Display RT ad (included a call-to-action message)

Zip Code Targeting – to cool-weather areas to support franchisees

TRACKING:

Offline Conversion Attribution – Strategus identified users who had been exposed to the client's CTV and Display RT ads, and who later made a purchase with the client

Post-View Website Visit Attribution – Strategus identified users who had direct engagement on the company site after ad exposure



THE SUCCESS: Growth, Impact, and Outstanding Performance

Strategus compared the company's customer file with users who had viewed both the CTV and Display ads.

Pixels were placed on the company website to measure sales and leads, as well as overall site traffic.

From this data we were able to directly attribute
**\$2.1 million in sales from
the campaign with an
ROI of 3000%.**

connect@strategus.com

720.259.0482