

REGIONAL SERVICE SPECIALIZING IN DOOR, WINDOW, AND SIDING INSTALLATION BOOSTS SALE

JULY 2022

OVERVIEW

A regional home installation company was looking to expand its market into a neighboring state, but they have always relied on linear television to generate new customers. Strategus expanded their advertising capabilities and successfully converted them from a long-time linear television believer to an OTT/CTV advertising fan.

The client was able to build off their already existing market in linear television through local morning news and other mediums. Their biggest hurdle in growing business was the limited tracking capability inherent in traditional television. However, this first-time client of Strategus received all the tools, customization, and in-depth tracking data to efficiently overcome the limits of linear television.

As a result, Strategus was contracted to run an initial two-month test campaign for the Arizona market.

STRATEGY

The Strategus plan focused on maximizing data collection while also managing solid conversions for the client. The most important initiative was to aggregate a high volume of quality leads and conversions. Additionally, all data collected would be used for future optimization to increase the ad campaign results in the long run.

The details of the client's targeted audience is as follows:

- **Age: 35-64**
- **Household income: \$100K+**
- **Target: Homeowners with Homes Older Than Ten Years**
- **DMA: Geo-Targeting in Phoenix**
- **Attribution: CTV + CTV Encore and Display Encore**

The client's end goal was to significantly increase the number of Sales Qualified Leads (SQLs), and at the end of the campaign, Strategus had met and exceeded their expectations! Strategus generated a considerable uptick in SQLs and delivered more visitors to their landing pages, which ushered in additional calls and emails.



CLIENT QUOTE:

"You have a better program than competitors and kill them on impressions."



CAMPAIGN GOALS:

- **Convert Advertising Capabilities from Linear Television to OTT/CTV Advertising**
- **Gather a High Volume of Quality Leads and Conversions**
- **Significantly Increase the Number of Sales Qualified Leads (SQLs)**

SOLUTION

Throughout the ad campaign, Strategus surpassed the client's expectations. This can be traced back to the campaign approach, as Strategus offered a better implementation of CTV/OTT and catered to the client's budget and needs.

Furthermore, due to numerous optimizations along the way, the Strategus team was able to make every impression count. As a result, the Strategus team ensured quality advertising and attracted more attention from the company's targeted audience. Overall, critical features like customer service, 24/7 dashboard accessibility, and focalized customization offered vital metrics for the client during the campaign.

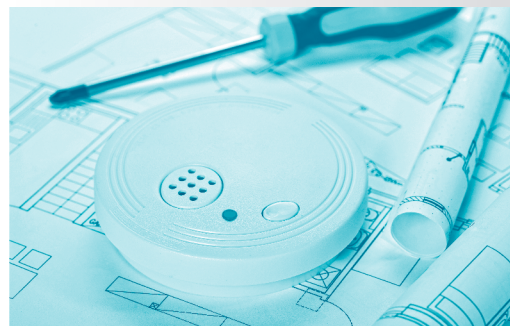
SUCCESS

In the end, the two-month campaign resulted in more conversions, additional data acquisition, and sales for the client. The overall ad campaign resulted in:

- **444,963 Impressions**
- **211 Website Clicks**
- **386 Attributions**
- **98% Video Completions**

The total volume of targeted data allowed the company to reassess its needs and streamline their audience targeting going forward. Also, by adding pixel-tracking on their website, the home installation service company was able to track the conversion rates of their campaign. This proved to be a precious feature as they could track viewers of the ad and compare it to their website visitors.

After this preliminary campaign, the client extended its contract with Strategus and has since agreed to a new ad campaign in their primary market in Colorado.



CLIENT QUOTE:

"I believe I will get better customer service with you than any other OTT/CTV provider."



CAMPAIGN SUCCESS:

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- **211 Website Clicks**
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