

HOME SERVICES COMPANY REACHES RECORD HIGH WEBSITE VISITS, LEADING TO CONVERSIONS AND IN-HOME APPOINTMENTS

MAY 2022



OVERVIEW

In this case study, we examine how our new agency partner decided to test the waters with our full-stack programmatic platform to determine its effectiveness compared to their traditional linear television and radio ad buying.

Our agency partner worked with their home services client on a direct response campaign for windows and doors in the crowded Southern California market. They had been generating leads through social media and other digital spending, but getting measurable data from linear television and radio proved difficult.

Therefore, the agency needed to prove verifiable results for their home services client by generating calls to their appointment center, which would be sourced to account for their television ad spending.

STRATEGY

Strategus developed a full-funnel Connected TV strategy based on this insight. It ran an omnichannel programmatic ad campaign that measured data points across numerous platforms, targeting audiences far beyond age and demographic. By reaching those in the market for those products and identifying prime audiences for remodeling and home improvements, the Strategus team honed in on a more effective targeted approach.

Also, Strategus coordinated a seamless consumer journey by capitalizing on the awareness their CTV ads generated by sending lower-funnel users (via our Encore technology) directly to the clients' desired 'free in-home estimate' landing pages, reducing friction by eliminating the steps a user needed to take to convert. Then, our team identified where the majority of conversions were taking place through time to conversion analysis. The data we extrapolated from programmatic campaigns enabled us to gain these insights and identified potential efficiencies we could leverage to increase reach, frequency, and overall performances.

By understanding who saw the ad, how many were retargeted, where they were located, how many ended up becoming conversions, and how long it took them to get there, we could optimize accordingly and accelerate the results in real-time.

This campaign initially began with a 2-week test in December, so we had to prove ourselves out of the gates. Due to the success of our initial test, we won the business, and they extended the campaign through January and February.



CAMPAIGN GOALS:

- Full-Funnel Connected TV
- Omnichannel Programmatic Ad Campaign
- Time To Conversion Analysis

SERVICES

During the campaign, our partner benefited from:

- **Increased Efficiency** — They could look at the best and worst-performing cities to optimize results, eliminate under-performing geographies, and accelerate performance where they were getting the most conversions—this reduced waste, eliminating areas that didn't produce attributions in traditional zones and profile data.
- **Increased Conversions** — The Strategus team discovered that the highest conversion rate was during days 1~3, while most initial impressions were served on days 7~30 due to the programmatic bidding environment. Though they may help you achieve optimal pacing and complete delivery, more affordable impressions are not always geared towards a client's KPIs. In this case, our client was driven by attributions, so we incorporated bid optimization, allowing us to bid higher on days where conversions took place and drive more results.
- **Direct Leads** — Finally, the commercial and campaign overall goal was for potential clients to fill a call to action. Once we ramped up the test and gained the insights needed to accelerate the campaign's growth, our clients experienced the following results:
 - **58% increase in total attributions month-over-month.**
 - **984% increase in visits to their leads and appointments page.**
 - **100% increase in leads and appointments confirmations.**



CAMPAIGN SERVICES:

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THE SUCCESS

The transparency into measurements that Strategus' live dashboard provides enabled us to observe and implement optimizations from the test that led to an acceleration in performance, which supercharged the overall outcomes leading to these results for a short flight:

- **5,554 total site visits from users who viewed their ads.**
- **1,144 visits to their appointments, quote, and lead form pages.**
- **55 users converted via their confirmation page for new leads and appointments.**

The overall result was a substantial increase in the client's ability to measure their TV campaign. The omnichannel traffic delivered over that short period of time proved that with programmatic ads, results can be measured immediately, unlike older, more traditional advertising methods.



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