

CTV CASE STUDY:

Home Organization Franchise Boosts Regional Brand Awareness & Online Traffic

OVERVIEW

A custom closet and home organization franchise partnered with Strategus over the last two years to create brand awareness in the home services marketplace and drive traffic to their franchise web pages. As with all franchise advertising, there was strict zip code targeting parameters based on relevant locations. Despite the geographical constraints, these advertising campaigns have been successful year after year using an omnichannel strategy and thoughtful audience targeting.

Throughout 2022, Strategus ran campaigns for six franchise locations, driving 2,129 web conversions, with online traffic tracked for each franchise's web page.

THE STRATEGY

Advertising for local or regional franchises often comes with tight geographical limits usually based on the franchise agreement. The main challenge for this home services campaign was ensuring scale throughout the year, despite limited zip codes and additional layers of audience targeting. Compiling the third-party data audience consisted mainly of demographics based on age and gender, as the target group was female homeowners 35+, with a property value over \$250k. Even more important, this client was new to the CTV space so there weren't any prior campaigns to model or build from.

To achieve these campaign goals, Strategus employed a careful omnichannel strategy using CTV to create brand awareness at a high level and then follow up with clickable Display ads to funnel web traffic directly to the franchise pages. Despite the niche targeting, **Strategus drove 2,129 web conversions across the six franchise locations in 2022**. After a successful year, this partnership has grown further and additional franchise locations have been added to the 2023 campaign.

THE OBJECTIVE

- Create brand awareness
- Drive traffic to each franchise location webpage.

KEY RESULTS (By location)

- Southwest Florida
733 conversions
- Chicago, IL
350 conversions
- Miami, FL
275 conversions
- Phoenix, AZ
263 conversions
- Prescott, AZ
120 conversions
- Tucson, AZ
113 conversions