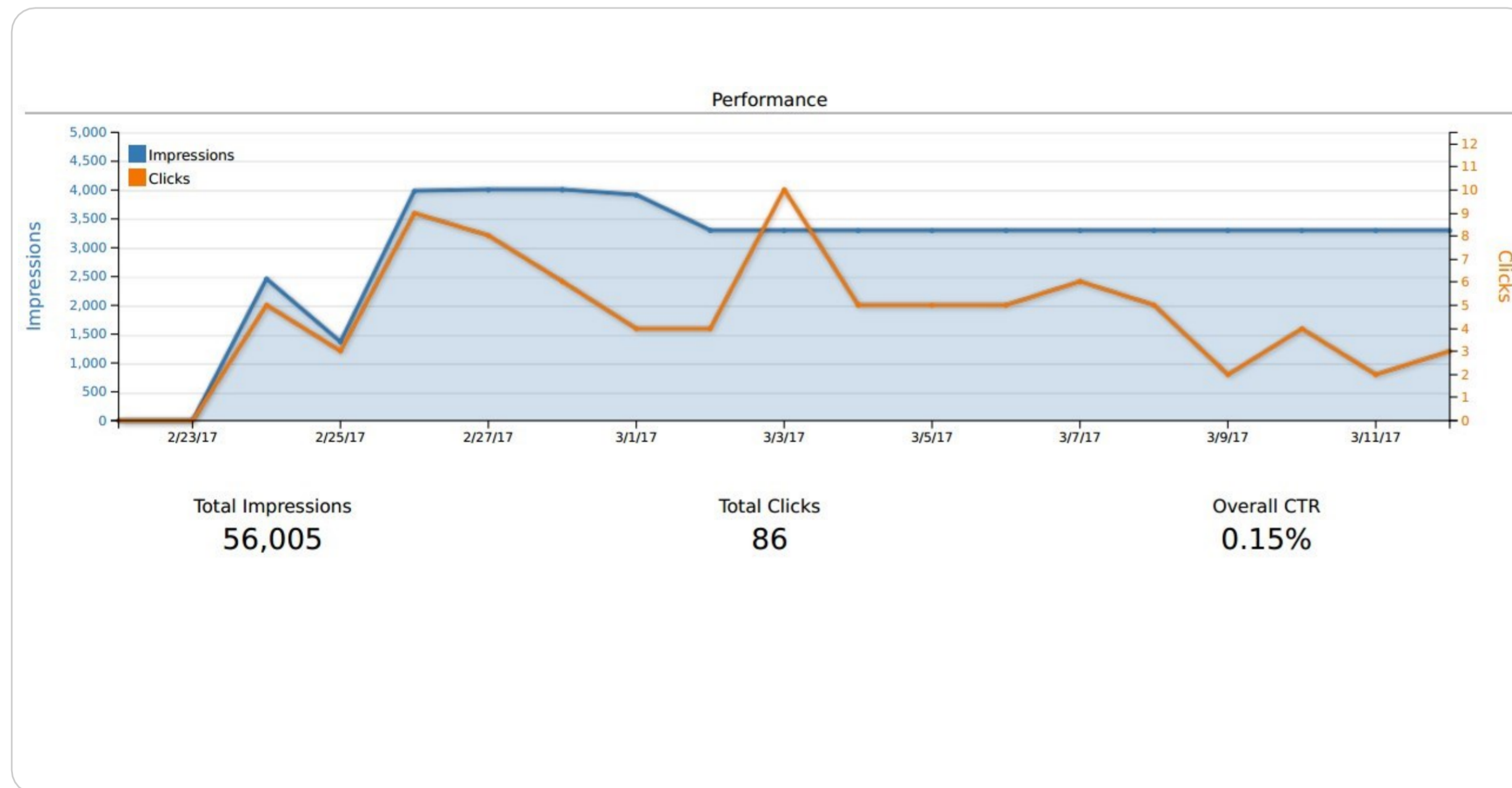


Home & Garden

THE CAMPAIGN | This is a MicroProximity + Look Back campaign targeting a sports and convention center. During and after a Home Expo, we pushed a marketing campaign for hot tub sales.



OVERVIEW

THE INDUSTRY | Home & Garden - Pools, Hot Tubs & Spas

THE GOAL | Generate orders for hot tubs and spas to recoup losses from not attending the Home & Garden Expo.

THE CHALLENGE | Using MicroProximity + Look Back to target the right clientele interested in hot tubs and spas.

THE RESULTS | 56,000 impressions delivered & 86 click for a .15% CTR. They have also received 7 orders for new hot tubs and strong call volume throughout the campaign.

THE TAKEAWAY | The client's primary concern was loss of sales from not participating in the Home Expo. By targeting these events via MicroProximity + 1 month look back we were able to reach the same clientele that attended the show plus additional people that fall within the client's demographic at other events. By receiving 7 orders for hottubs from this campaign they exceeded their goals and had exceptional ROI.