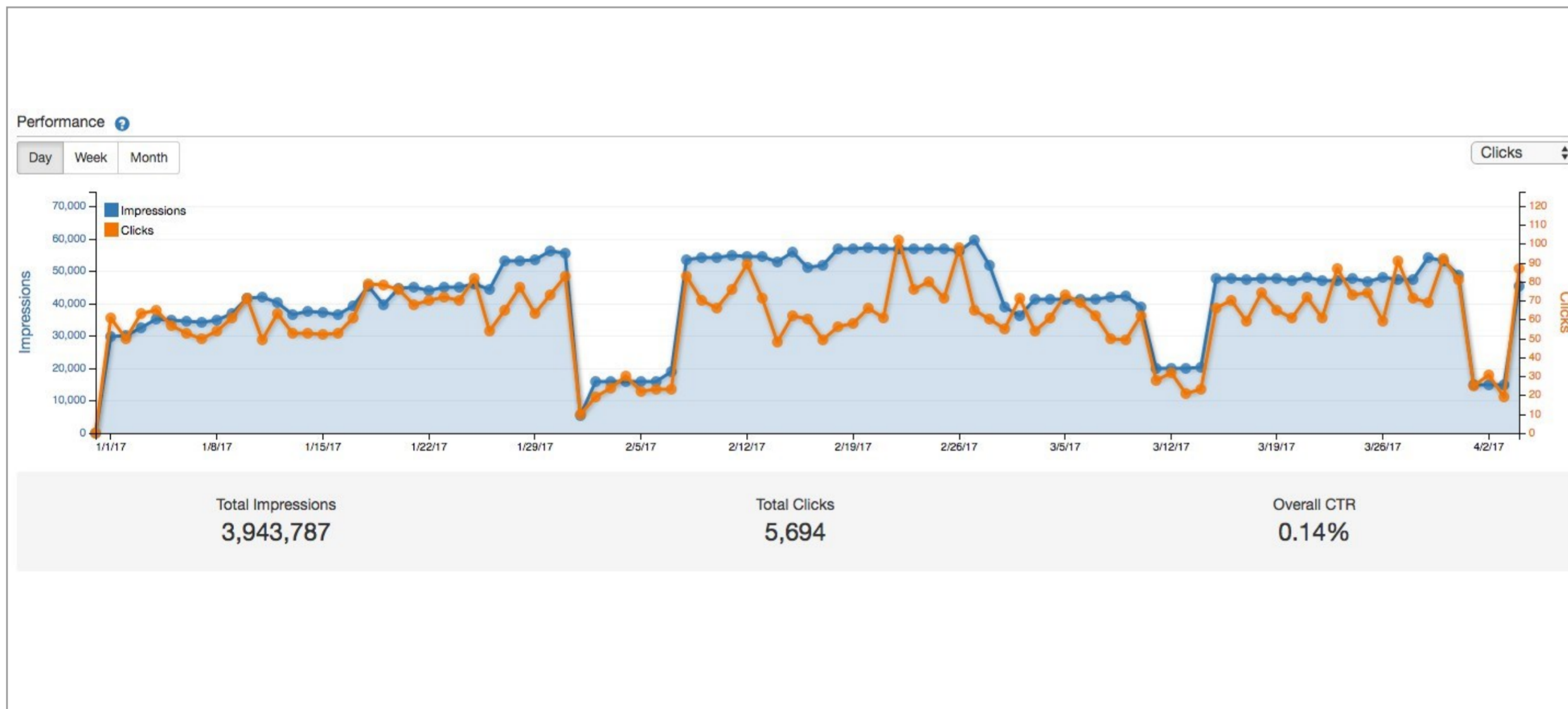


Home Remodeling

THE CAMPAIGN | This campaign is a B2C initiative promoting home remodel services to close new business. They are doing so using a Microproximity + Lookback strategy which has yielded incredible results.



THE TAKEAWAY | When utilized correctly, Microproximity + Lookback can generate amazing results. This client switches their creatives once a month to have a fresh new promotion while targeting their ideal client base simply on the premise of latitude and longitude. It is important to think outside the box to determine where your target customers may have been in the past.

OVERVIEW

THE INDUSTRY | Home Remodeling & Repair

THE GOAL | New and repeat clientele

THE CHALLENGE | Driving sales across the board was the challenge. This was accomplished by using a conquest strategy against competitors who offer the same remodeling services with relevant messaging.

THE RESULTS | In just over three months this campaign has generated 5,694 clicks. With a .14% organic CTR on almost 4 million impressions they are engaging with an audience that is in market for home improvement based on their current and recent physical locations.