

Home remodeling company yields incredible results within three months by taking advantage of geo-fencing products



INDUSTRY

Home & Garden

PRODUCT

Home Remodeler

ADVERTISING SOLUTION

Device ID & Microproximity

CAMPAIGN LENGTH

Three Months

Objective

The client wanted to reach new and repeat clientele for home remodeling and repair.

Challenge

Driving sales across the board was a challenge for this client. They wanted to stand out among their competitors offering similar services.

Solution

We recommended a combination of Microproximity and Device ID. The client switched their creatives once a month to have a fresh new promotion while targeting their ideal client base.

Results

In just over three months, this campaign generated 5,694 clicks with a .14% organic click-through rate (CTR).

Key Findings

The client spent a lot of time and strategy into deciding which locations to target with Device ID and Microproximity. It's important to think outside the box to determine where your target market is or has been!