

## Overview

### Campaign Focus

Interest & Lead Focused

### Campaign Length

8 Months

### Objectives

Generate interest and leads for flooring company.

### Products Utilized

- Print
- Display
- Device ID
- Email
- Social

## Results

### Impressions

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650,000+

### Clicks

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5,000+

### Leads

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19

## Strategies & Solutions

- We recommended a full funnel campaign utilizing Print, Google Display Network, Device ID, Email & Social Lead Gen.
- Our team prepared a comprehensive strategy to target affluent single family home owners delivering ads on a variety of platforms. At the 1/2 way mark of the campaign we successfully generated over 5,000 clicks to their website. In the last 30 days 19 leads were received from social, with an additional 9 web submissions requesting an estimate.
- The campaign was renewed multiple times due to the client's satisfaction with the results.