

DISPLAY · RETARGETING DEVICE ID · EMAIL CASE STUDY

Kitchen & Bathroom Design & Build



Overview

Campaign Focus

Increase Web Traffic, Calls & Forms

Campaign Length

6 Months

Objectives

To increase web traffic, calls, and form submissions interested in an in-home estimate to renovate kitchen or bathroom.

Products Utilized

Display
Retargeting
Device ID
Email

Impressions	Clicks
1,632,602	10,449
Click-Thru Rate	Closed Project Matchback
.79%	4

Objectives

Through a targeted campaign that combined Display Marketing, Retargeting, Device ID tracking, and Email Marketing, we were able to significantly boost our client's website traffic, calls, and form submissions. Display ads reached a broader audience, while Retargeting kept potential customers engaged by showing ads to users who had previously interacted with the website. Device ID tracking enabled precise targeting across devices, ensuring consistent messaging. Meanwhile, Email Marketing nurtured leads with tailored content, encouraging repeat visits and conversions, ultimately driving more calls and form fills.

Solutions

We recommended a Targeted Email, Display, Retargeting, and Device ID/Geo Fencing of competitor's showrooms as a campaign strategy. Secondary audience blended into the campaign: single family home owners, property value 600k+, high net-worth or HHI 200k+. ROAS: 200k+ revenue growth matched back to completed projects from 1 tactic within the campaign.

Campaign optimizations were made throughout its entirety to increase the delivery of "conversions" and quality leads. Match back/attribution was ran on 4 months of closed projects resulting in an estimated \$260,000.