

WE GENERATED 16K+ CLICKS & 5.9M IMPRESSIONS FOR EDCO HOME PRODUCTS

OBJECTIVE

EDCO's objective for this campaign was to reach multiple audience segments across the country with contextually relevant mobile ads. These audience segments included homeowners impacted by severe weather, builders and contractors at trade shows, and homeowners with a home value around \$500k.

STRATEGY

EDCO's mobile campaign used 3 targeting strategies to successfully meet their campaign goals.

- Combining audience targeting and proximity targeting, EDCO reached homeowners, builders, and contractors in zip codes surrounding trade shows they participated in both in Florida and Minnesota.
- Using proximity targeting and video capabilities, EDCO reached homeowners with a home value of \$500k+ in specific zip codes across Wisconsin, Montana, Minnesota, and Colorado.
- EDCO used proximity targeting and weather triggers to reach consumers in areas that recently experienced severe weather alerts across Wisconsin, Minnesota, South Dakota, Iowa, and Texas.

RESULTS

Over this 7-month campaign, EDCO's mobile ads generated 16,968 clicks and over 5.9 million impressions. The average click through rate for this campaign was .31% which is 3% over the CTR mobile benchmark.

DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC.

RESULTS

.31%
AVERAGE CLICK THROUGH RATE

16K+
TOTAL CLICKS

5.9M
DELIVERED

