

GREEN SHIELD SAW A \$7M ROI FROM THEIR MARKETING CAMPAIGN

At the start of the campaign, Green Shield was a full-service home improvement company that specialized in composite decks, windows and roofing. They started out with a handful of select billboard locations to promote their Composite Decking business. After just a couple weeks, we received a call that their phone was ringing, and they needed MORE! Since then, Green Shield has dominated the market and seen astronomical growth. They are now focusing solely on decking – and changed their name to Green Shield Deck Builders.

STRATEGY & TACTICS

- **Objective:** Increase brand awareness, gain market share, and sell composite decks.
- **Strategy:** The objective was to occupy the most impactful, most premium static billboards in West Michigan, and have a dominating presence in the market.
- **Results:** For every dollar spent, they returned 8. Plus, they had their best month in the history of the company. In 2020 their best month was \$500k, in 2023 their best month was \$4.5 million. They also went from 10 employees in 2020 to 173 by the end of 2023.



SOURCE: OUTFRONTX, NOV 2022, “DTC BRAND BUILDER” [HTTPS://YOUTU.BE/GNYSFRPJPO](https://youtu.be/GNYSFRPJPO)

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, END-USER ACTIVITY, (CLICK THROUGH OR SECONDARY ACTION RATES), OR REVENUE.



RESULTS

20M
IMP

PER 4-WEEKS

\$7 MILLION
DOLLAR

RETURN ON
INVESTMENT



OUTFRONT