

CASE STUDY

# Home Improvement/Window Treatments and Coverings

PRODUCTS



## The Challenge

A Local Blind and Window Treatment company had co-op dollars that they typically used in direct mail and traditional media. We recommended taking a targeted digital approach that allowed for much more frequency to a very specific, highly qualified audience.

## The Solution

Utilizing Addressable, a combination of digital products designed to provide reach and frequency to prospective households, we reached out to Homeowners with a Home Value of \$450K or more within the Columbus DMA. This allowed us to reach a similar audience as their direct mail campaigns, but with a much higher reach and frequency.

## The Results

As of December 2020, this campaign has delivered:

512,825

Impressions

2,646

Clicks

.52%

Click Thru Rate

221

New Clients

56

Of these new clients were verified as targets of this campaign by full name and address. 12 Additional were verified by first and last name. With a \$6000 average ticket, this provided an estimated \$336,000 in Revenue on a spend of \$7800.

