

Home Lawncare

PRODUCTS



The Challenge

A lawncare company in North Columbus typically builds a new client base each Spring season in large by canvassing neighborhoods where they currently have clients going door to door. This year, with Covid-19 hitting right at the beginning of their busy season they needed an alternate way to reach prospective Households.

The Solution

Utilizing Addressable, a combination of digital products designed to provide reach and frequency to prospective households, we “canvassed” a list of 175,000 Households in Columbus digitally over 6 weeks to build a new client base for the 2020 season.

The Results

As of May 2020, this campaign has delivered:

1,059,260
Impressions

5,479
Clicks

.52%
Click Thru Rate

927
New Clients

506

Of these new clients were verified as targets of this campaign.

