

# Residential HVAC

PRODUCTS



Paid Search



Targeted Email



Paid Social



Premium OTT with Website Attribution

## The Challenge

A local Heating and Cooling company came to us looking to brand their name in the market, drive more traffic to their website, and increase call volume and form fills on their site. By increasing these metrics, they hoped to grow sales overall.

## The Solution

Our team put together a digital forward strategy that would help to engage the user at every facet along the path to conversion, from branding to contact. We utilized OTT and social to reach a mass audience, got more targeted with email on a quarterly basis, and drove online conversions and phone calls through Paid Search.

## The Results

Five months into the campaign, we are seeing the below increases when comparing Year Over Year Metrics

**83%**

Increase in Total Sessions to the website.

**213**

Phone Calls Directly from the Campaign

**91%**

Increase in Users to the Website

**47**

Online Contact Forms Filled out Directly from the campaign

**15%**

Increase in Sales YOY so far

