

OVERVIEW

Client

Pool and spa company

Campaign Length

Three months

Geography

One market in the U.S.

Total Investment

\$6,000

Objectives

Increase calls, form submissions and in-person visits

Products Used

Search Engine Marketing (SEM)
Facebook Device ID

RESULTS



\$150

Average cost per
conversion



15%

Increase in foot
traffic



30

Calls



40+

Conversions

STRATEGY AND SOLUTIONS

- This campaign intended to reach people who were nearly ready to buy.
- We chose SEM and Facebook Device ID because they can target people who have shown they're in the market to buy a pool or pool accessories.
- To maximize the impact of our advertisements, we implemented Geo Fencing around competitor pool stores and hardware stores. This strategy allowed us to precisely target individuals actively considering landscaping or backyard renovations.
- We targeted keywords indicating if someone is researching which pool feature or hot tub to buy.