

OVERVIEW

Client

Roofing company

Campaign Length

3 months

Geography

Midwest U.S.

Total Investment

\$18,600

Objectives

Increase branding and awareness while driving customers down in the sales funnel for conversions.

Products Utilized

Streaming TV and SEM

RESULTS

0.1%

Click-through
rate

\$7.50

Cost per click

STRATEGY & SOLUTIONS

- We placed the client's ads in the premium locations that Streaming TV offers, using a 60/40 large and small screen blend.
- We took advantage of the awareness we had driven from Streaming TV by placing SEM ads in the same geography with the goal of someone seeing the Streaming TV ads and then seeing the SEM ads to get the conversion.
- The SEM campaign also led to an increase in phone calls.