

HVAC COMPANY UTILIZES PROGRAMMATIC BEHAVIORAL TARGETING TO GENERATE 5,535 CONVERSIONS

CLIENT

Home Services

CAMPAIGN DATES

April 18 - June 19

OBJECTIVE

Expand HVAC service calls and increase market share.

CHALLENGE

With previous advertising, the HVAC company was never able to successfully tie back any sales from their marketing efforts.

SOLUTION

Our team created a Programmatic display campaign where we were able to target specific behaviors such as people in need of Home Repair & Maintenance and people who have searched for HVAC & Climate Control companies in the recent past.



RESULTS

The campaign was initially supposed to run for one month, but due to increase business, the HVAC company renewed for over a year and **the campaign has generated over 7,000 clicks and 5,550 conversions!**

KEY FINDINGS

The people who received the ad multiple times had a 3.33% CTR! The more ads the client sees from a company the more likely they are to click on the ad to learn about your business.