



DISPLAY

CASE STUDY

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

CLIENT

HVAC Service Provider

CAMPAIGN LENGTH

One year

OBJECTIVE

The provider wanted to expand HVAC service calls and increase their market share.

CHALLENGE

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

RESULTS

This campaign generated over 7,000 clicks and 5,550 conversions. People who received the ad multiple times had a 3.33% CTR, proving the more times an ad is seen, the more likely a customer is to convert.

