

# FLOORING STORE MARKETING CASE STUDY

# Flooring Store Reaches Specific Audience & Locations to Attract New Customers

**Goal** Increase visibility and sales.

**How did we do it?** By utilizing addressable audience targeting, website retargeting, and geofencing.

## Strategies

1. Curated & targeted addressable audiences to target local homeowners in desired locations.
2. Geofence local competitors and 55+ communities
3. Installed website retargeting pixel to deliver ads to website visitors after their visit.
4. Installed phone tracking pixel to measure visitors that engaged with ads then clicked the website phone button.
5. Installed form fill tracking pixels for users that click or viewed ads then submitted form.
6. 2 Weeks of local TV ads each month.
7. Connected TV ads delivered to website visitors after they leave.

## Key Solutions

### Addressable Audience Targeting

17,688 Unique Users Reached

### Website Retargeting

Rolling audience size of 6896 Users

### Geofencing

Target 55+ communities & 36 competitors



# AUDIENCE TARGETING

- Homeowners
- Local competitors
- 55+ Communities
- \$150K+

# DISPLAY ADS

We designed ads promoting the client's full line of flooring services.

Video ads were produced & edited, messaging is integrated with the display ads.

# RESULTS

## Creatives

Display & Video

1,319,294

Impressions

64

Phone Clicks

15

Walk-Ins From  
Geofence Locations

2,680

Clicks

0.20%

Clickthrough Rate