

HVAC
Client Logo

From Jun 01, 2020 to Jun 30, 2020

HVAC Client - Advanced Report

- Programmatic Targeted display
- Geo Fencing



HVAC Client Example Executive Summary And Performance June 2020



TOP CAMPAIGN GOALS

1. 100,000 IMPRESSIONS
2. ACQUIRE LEADS
3. BOOK MORE JOBS



CAMPAIGN MEASUREMENT

1. PHONE CALLS
2. FORM SUBMISSIONS
3. SITE TRAFFIC

MARKETING CHANNELS



TARGETED DISPLAY
TRIBLIVE (on separate report)

TARGETING

- GEO-FENCING
- SITE AND SEARCH RE-TARGETING
- CATEGORY AND CONTEXTUAL TARGETING
- DEMOGRAPHICS: MEN & WOMEN HOMEOWNERS WITH \$50K+ HHI



CAMPAIGN INVESTMENT

For targeted display

\$999

AVERAGE VALUE OF A CUSTOMER

\$600

LEAD CLOSE PERCENTAGE

40%

 4 out of 10 leads won on average

PERFORMANCE OVERVIEW

122,187

 Impressions

22% Over Goal

304 Clicks, for a 0.25% Click Through Rate

CONVERSIONS AND ROI

95

 Total Goal Completions
(Across All Digital Channels)

63

 Phone Calls |

32

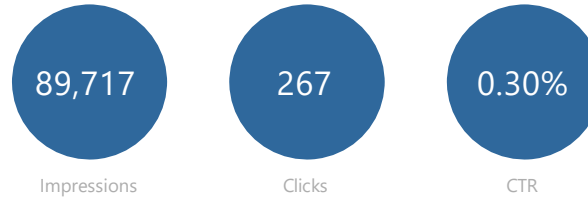
 Contact Forms

\$22,800

 Estimated ROI
(Across All Digital Channels)

Targeted display drove
428 new users to the site in June!

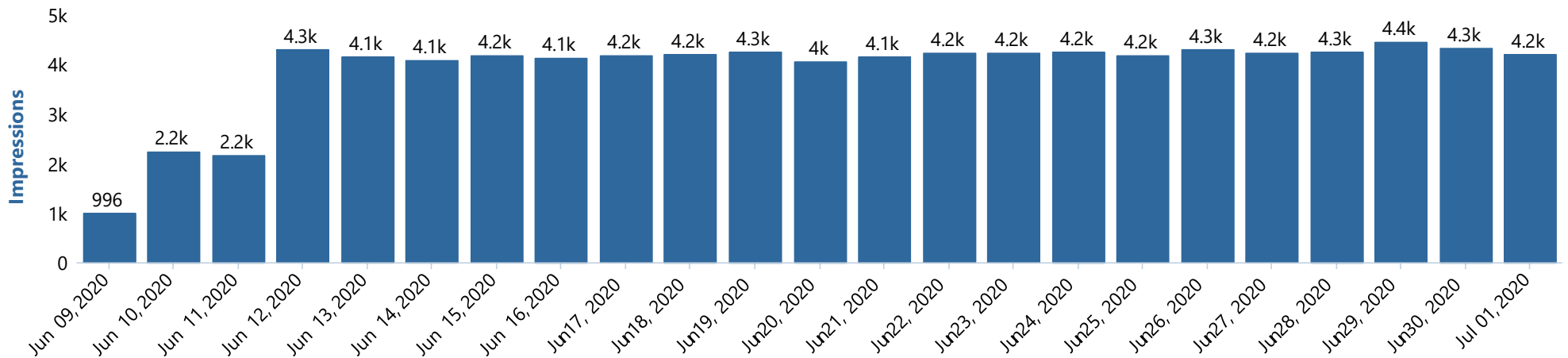
Programmatic Targeted Display Tactics: Site Retargeting, Audience, Contextual



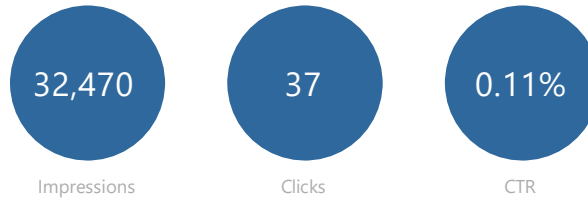
Site Retargeting, Audience & Contextual Campaigns

Line Item	Impressions	Clicks	CTR
Site Retargeting	4,636	9	0.19%
Audience - Home Owner	45,203	122	0.27%
Keyword Contextual	39,978	136	0.34%

Performance Trend



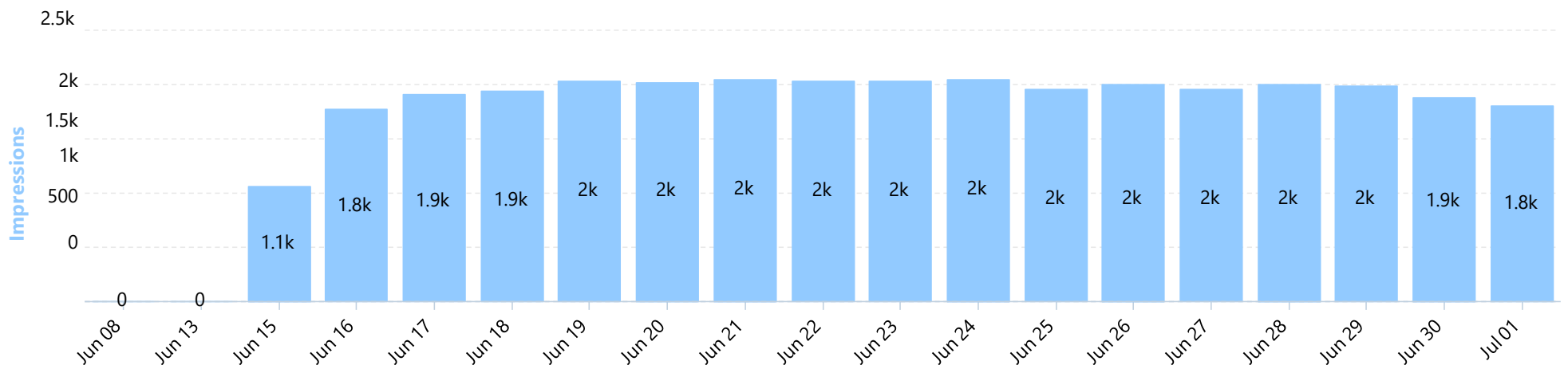
Programmatic Display Tactic: Geofencing



Geofencing Campaign

Campaign	Impressions	Clicks	CTR
HVAC Client June Relief_GF_6/15/20-7/1/20	32,470	37	0.11%

Performance Trend by day






Performance For Each Geofence Location

(Exact Addresses Removed For This Example)

Geo Fence	Impressions	Clicks	View Visits
Washington Rd & E McMurray Rd	6,536	9	0
Mountain View Drive, West Mifflin, Pa 15122	4,982	5	0
Fort Couch Rd & Washington Rd	4,813	6	3
Washington Pike, Bridgeville, Pa, 15017	3,657	5	1
Oxford Drive, betehel Park, Pa 15102	3,419	0	1
Baptist Road, Bethel Park, Pa 15102	3,181	5	6
Top Competitor Location	1,908	1	1
Washington Rd & Cochran Rd	1,529	4	0
Mountain View Drive, West Mifflin, Pa 15122	1,330	1	0
Top Competitor Location	711	1	0
Competitor: NEW Intersection	404	0	3

Performance by Ad Creative

Preview	Ad	Impressions	Clicks
	Client Ad Name-2020-05-0-apr-june-relief-320x50.jpg	24,968	27
	Client Ad Name -2020-05-0-apr-june-relief-300x250.jpg	5,163	3
	Client Ad Name -2020-05-0-apr-june-relief-728x90.jpg	2,245	5
	Client Ad Name -2020-05-0-apr-june-relief-320x480.jpg	52	1
	Client Ad Name -2020-05-0-apr-june-relief-160x600.jpg	42	1

Stock Example Ad Previews