

# CASE STUDY

## NATIONAL HOME IMPROVEMENT RETAILER

This national company use our IP Targeting solution to increase purchases by 33% with \$1.9 Million increase in incremental sales and a 1065% Return on Ad Spend (ROAS).

### Background

A national brand that primarily works within the home improvement industry wanted to test the efficacy of IP Targeted Digital Advertising. They consistently ran direct mail and when they learned how IP Targeting compliments direct mail, they were excited to see how it would increase their conversions and revenue.

### Campaign Results

The home improvement brand ran 27 separate campaigns across 17 different markets in the country during an 18-month time span. **1.15 million targets** received our IP-targeted ads through the use of our patented technology, while a control group of 1.74 million only received physical mail. These individuals were targeted because of the age of their home, their household income, and if they were actual home owners. Over 11 million impressions were served.

For our IP-Targeted group, we found that they **were 33% more likely to purchase** from the national home improvement brand. Our IP Advertising campaign resulted in **\$1,930,000 in incremental sales**. The Return on Ad Spend was **1065%**, making a **\$10 return on every \$1 spent**.



Targets 33% more likely to purchase

# 1065%

Return on Ad Spend



\$1,930,000 in Incremental Sales

