

# Home Comfort Campaign

## CASE STUDY

A leading provider of home comfort services aimed to boost customer engagement and drive conversions for its services with an emphasis on key seasonal promotions. To optimize ad performance across various channels, the client required a strategic digital campaign capable of attracting high-quality traffic and delivering cost-effective conversions.



## STRATEGY

Postmedia created a tailored, multi-channel strategy designed to meet the client's specific needs, utilizing a blend of search engine marketing, programmatic ads and social media tactics to reach the right audiences and optimize campaign performance.

### Search Engine Marketing (SEM):

- Launched a PMAX campaign to allow access to all of Google's ad inventory.
- Optimized ad copy and increased bids on key heating terms, working closely with Google to refine strategy.

### Social Media Advertising:

- Broadened geo-targeting to improve reach and optimize learning.
- A/B tested simplified creative imagery and video ads to boost engagement.

### Programmatic Advertising:

- Use advanced targeting and real-time data analysis to efficiently reach the right audience, maximize ad performance and achieve desired outcomes.

## RESULTS

By implementing a tailored digital strategy, Postmedia significantly boosted engagement and conversions for our home comfort client. Performance Max (PMAX) led to a 137% increase in conversions and a 229% improvement in conversion rate within just 13 days. Our programmatic approach surpassed benchmarks, achieving high CTRs and reducing costs per conversion. This case underscores our ability to deliver data-driven, effective solutions that meet complex advertising challenges in competitive markets.

**3.9M**

DIGITAL IMPRESSIONS  
\*Benchmark: 3M

**0.54%**

CTR  
\*Benchmark: 0.30%

**21K**

CLICKS  
\*Benchmark: 10K

**1.4K**

CONVERSIONS  
\*Benchmark: 1K

**\$1**

AVERAGE CPC  
\*Benchmark: \$2

**\$16**

COST PER CONVERSION  
\*Benchmark: \$20