

Achieved a 31% Improvement in Cost Per Lead (CPL) for a National Window Blinds and Shades Franchise.

- ▶ SEMCASTING ON-DEMAND MODELING
- ▶ MANAGED SERVICES - MEDIA

Semcasting's customized, predictive model helped a national window blinds and shades franchise to target the right homebuyers, achieve CPL goals, and convert website visitors.

Reaching the Right Homeowners

The home improvement sector faces the significant challenge of pinpointing and engaging homeowners who possess the ideal combination of property attributes and financial capability, which marks them as valuable customers. A leading window blinds and shades franchise encountered difficulties in generating quality website traffic and leads due to an inability to effectively identify and target homeowners matching their preferred customer profile.



Challenge

The franchise aimed to increase the volume and quality of leads from their website while ensuring the cost-effectiveness of their marketing efforts.

The primary goals included:

- Amplifying website traffic and lead quality.
- Maintaining the Cost Per Leads (CPL) for purchases driven by display advertising through the website at \$100 or less.
- Enhancing transparency into the profile of site visitors to optimize lead conversion processes.

Solution

Semcasting, leveraging its premier 1st Party property data and deep home improvement industry expertise, devised a multifaceted strategy to meet the franchise's objectives:

Audience Targeting: Utilizing its proprietary database of 145 million households, including 65.1 million homeowners, Semcasting identified a qualified audience. The focus was on 300,000 recent buyers of newly-built homes and 2.5 million purchasers of existing homes within the last year, all with incomes over \$100,000/year and discretionary income at or above the national mean.

Brand Awareness and Traffic Increase: Through the delivery of 6 million impressions over three months, Semcasting aimed to boost brand awareness and drive significant web traffic.

Visitor Analysis and Customized Predictive Modeling: The deployment of Semcasting's ADX Site Pixel solution enabled an in-depth analysis of site visitor profiles. This tool, combined with advanced segmentation and predictive modeling, allowed for precise targets significantly improving lead quality and engagement metrics continuously.

Results

- ▶ **46% below the Target CPL**
- ▶ **10% Conversion Rate of Website Visitors**
- ▶ **2.8 Million Homebuyers Reached**

Looking to talk?

Semcasting supports marketers with control of first-party customer data, enhancement, activation and performance measurement across the entire digital ecosystem.

Get in touch at info@semcasting.com.