

# Increased conversion among young homeowners and new families for home projects

## OBJECTIVE

Target young homeowners and new families with a conversion strategy. Redirect tech savvy online users to Orkin's website for all services, such as household fixes, DIY projects, and decorating ideas. The selected demographics were families between the ages 25-49 yrs with a total household income above \$75,000 in the USA.

## STRATEGY

illumin executed a full-funnel campaign that included running Video in the Awareness stage followed by Display and Video in the Engagement stage and finally leading the audience to the Conversion stage.



### AWARENESS

The campaign used video formats in this stage with VCR and impressions as key metrics.



### ENGAGEMENT

This campaign stage made extensive use of Display and Video formats, with a focus on CTR as the main goal.



### CONVERSIONS

To measure the success at the Conversion stage, the team concentrated primarily on CPSV and Leads.



## INSIGHTS

Video is highly effective in the upper funnel, followed by both Display and Video in the lower funnel.

- **Top converting personas** - Fashion/lifestyle lovers, Health conscious and Home buyers
- **Most engaged demographic** - Females (73%)
- **Mobile banner size 300X250** generated the most engagement and conversions.
- Overall, **Video** drove the most conversions, resulting in a more effective CPV.



## RESULTS

**20M<sup>+</sup>** Impressions

**54%** VCR

**4.76** CPV vs. \$6.50 benchmark

**451K** Clicks