



Home Services Case Study

GOAL

A leading home services company needed to increase appointments for its range of professional trade services.

CHALLENGES

This Home Services company was new to the area so needed to both increase awareness and build customer confidence.

SOLUTION

DGLV's consulting team determined the first stage - brand awareness - was paramount to getting increased customers. DGLV combined a Display/Video tactic on homeowner related sites to drive awareness. Stage two involved increasing foot traffic and building consumer confidence. DGLV used Display Retargeting and Search tactics with retail brands to drive customers to opt-in for free evaluation appointments.

RESULTS

The video helped build brand awareness and the free evaluation appointments helped build customer confidence and increase appointment setting in the new area.

