

Chicago Roofing Company: More than 1,000% Return on Investment

A HUBBARD CHICAGO CASE STUDY

Increasing a Family-Owned Company's Book of Business Across Chicagoland with Targeting and Display Advertising

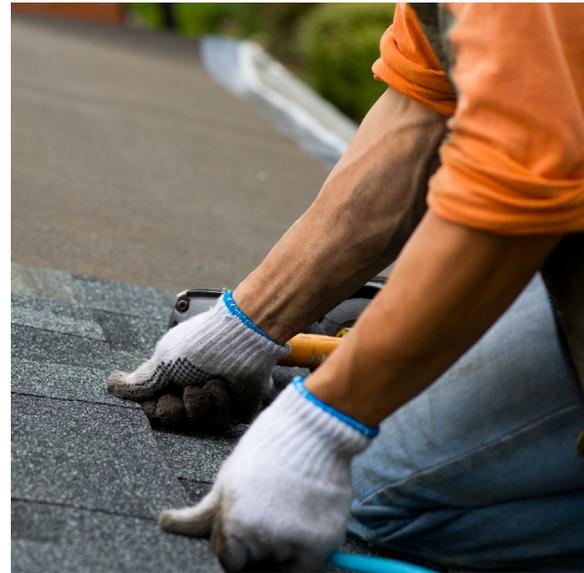
SNAPSHOT

A home improvement and roofing company in Chicago wanted to capture new leads and customers. Partnering with 2060 Digital, a Hubbard Chicago company, they were able to exceed expectations with a strategic display advertising campaign, resulting in more than 60 projects and enormous return on investment.

GOALS

A family-owned roofing and home improvement company in Chicago was looking to acquire new business and firmly establish their position as a market leader. Hubbard Chicago's 2060 Digital team sat down with the company to assess their needs, identifying several goals:

- Raise brand awareness with qualified homeowners across Chicagoland.
- Develop new leads in five territories, working with five of their top sales representatives.
- Generate new business and increase sales.



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THE MARKETING SOLUTION

After discussing the client's goals for the campaign, we developed a digital strategy to increase their book of business in five dedicated areas across Chicagoland. First, we chose products to promote based on the unique demographics and demand for services in each of these territories. From there, we targeted homeowners based on a specific home value, household income, and age of home. Ads were only served to households that matched the criteria, ensuring we were reaching a very qualified list of new prospects.

We segmented this targeted customer list and delivered ads to promote services such as roofing, new windows, and gutters. The campaign was designed with an ideal frequency and pace to attract and convert the right homeowners.

RESULTS

The campaign exceeded expectations. Our strategy provided a tangible return, as shown by matching our client's sales report to the home addresses where we served digital banner ads. Over the course of the four-month campaign, 64 new projects came in, resulting in a 1,168% return on investment.

Metrics Snapshot

- New sales: 64
- Campaign ROI: 1,168%

INFORMATION:

Industry: Home Improvement - Roofing

Market: Chicagoland

Campaign Dates:
4-month period in 2017

Target Audience:
Homeowners (segments varied)

Solutions Utilized:
Targeting and digital banner ads via 2060 Digital



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