VIQTORY

JDOG

VIQTORY Helps JDOG Clean Up and Generate 1,000 Franchise Leads In 90 Days Utilizing Programmatic Technologies and First-Party Data!

GOALS

- Launch national social campaign aimed at engaging veterans pursuing franchise opportunities.

- Drive targeted traffi to the JDOG landing page to generate franchise buyer leads.

- Create national brand awareness showcasing JDOG's franchise opportunities

SOLUTIONS

- Leverage VIQTORY'S veteran first-party data, the G.I. Jobs platform with lookalike and personas through an advanced targeting campaign using managed programmatic marketing.

- Create cross-platform social targeting and a lead acquisition funnel for tracking and remarketing entrepreneurship/ franchise opportunities.

RESULTS

- JDOG gained **520,859 targeted impressions nationwide** on social and the Google Display Network.

- **21,000 veterans engaged** with JDOG'S campaign resulting in a **CTR of 4.05% which is 700% over national average** giving JDOG the national brand awareness they were looking for!

- **1,000 veterans showed interest** in owning a franchise creating a healthy pipeline of **100% net new leads**.

- **Multiple new franchises were sold** at an average of $25,000 per franchise

JDOG'S BUSINESS OBJECTIVE AND CHALLENGE

JDOG, a veteran and military family only company is one of the nation's fastest growing junk removal franchises for residential, commercial, retail and construction customers. JDOG is on a mission to empower veteran business ownership and they asked VIQTORY to deploy a national brand awareness campaign aimed at launching new franchises with veterans in key markets.

VIQTORY'S UNIQUE EXPERTISE

Founded in 2001 by Navy veterans, VIQTORY established itself as the premier Military Marketing Agency focusing on employment and entrepreneurship opportunities. Since then, VIQTORY has built itself into a trusted leader in the military veteran recruitment, with unprecedented data-based insights into veteran interests, skills and entrepreneurship behaviors. VIQTORY'S rich firs -party data set, incorporating survey results, lookalike audiences, data overlays and predictive models built by their in-house data scientists and digital strategists helps their clients reach millions of potentially interested U.S. veterans and military spouses.

21,000+
Veterans engaging
in campaign

1,000
100% net new
franchise leads

4.05%
Brand Awareness

TURNING FIRST-PARTY DATA INTO A LOWER COST PER LEAD FOR JDOG

First-party data enables VIQTORY to focus with great precision on the audiences that matter most to their clients. First, VIQTORY helped JDOG define who their target audience was through an audience discovery call. Numerous military-centric audience segments were considered such as age, branch of military, rank, education, location, skill sets and behavior. Once a customized audience was identified, VIQTORY moved to market messaging. More than 18 years of publishing, advertising and engagement, combined with firs -party data, provide VIQTORY'S clients with deep insights into the needs, interests and behavior of the veteran community that JDOG leveraged.

VIQTORY helped JDOG reach veterans seeking franchise and business opportunities with a strong message-to-market match and first-party data targeting, and audience lookalikes. While many clients often bring their own creative, VIQTORY's internal creative team has 40 combined years of military- and veteran-specific desi n experience, which is critical to a successful campaign that hinges on delivering the right message at the right time to the right audience segment. To ensure campaigns stay up to date, VIQTORY constantly split tests creatives and makes changes in real-time.

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