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.

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

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

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CASE STUDY: HOME IMPROVEMENT

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.

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.