

## CASE STUDY

# Driving Website Traffic for a Leading U.S. Smart Home Devices Company

## OVERVIEW

A leading smart home devices company in the U.S. sought to increase new traffic to their website. In addition to driving website traffic, their secondary goals were to generate applications and phone calls to their team of agents. The campaign was executed using targeted display and online video ads, focusing on reaching potential customers actively researching smart home technology solutions.

## GOALS

- **Primary KPI:** Drive new traffic to the website.
- **Secondary KPIs:** Increase applications and phone calls to agents.

## STRATEGY

We utilized Cybba's URL audience targeting technology to reach users who had visited specific webpages related to smart home devices in the past 30 days, prioritizing those who had visited most recently. After leaving these pages, users were served display or online video ads when they visited other sites, such as Yahoo Finance, encouraging them to return to the client's website. Example URLs we targeted included:

- CNET's "Best Smart Home Devices of 2023"
- Consumer Reports' smart home devices reviews
- TechRadar's smart home comparison guides
- U.S. News & World Report's "Top Smart Home Devices"
- PCMag's smart home technology reviews
- Forbes Advisor's smart home product rankings

This strategy enabled us to re-engage users during critical decision-making moments in their online journey and drive them back to the client's website.

## PERFORMANCE

The campaign delivered:

<b>4 MILLION</b>	<b>8,000</b>
Impressions	Site Visits
<b>0.2%</b>	<b>&lt;\$800</b>
Impression to Site Visit Rate	Cost per Lead (CPL)*

\*A lead was defined as the user submitting a valid phone number or email in the form on the client's website.

We successfully drove a significant amount of qualified traffic to the client's site, staying well below the client's CPL benchmark.

The client's dynamic phone number system allowed them to track both post-view and post-click conversions, providing valuable insights into the campaign's effectiveness.

## CONCLUSION

By utilizing precise URL audience targeting and a dynamic conversion tracking system, we exceeded the client's traffic and conversion goals while maintaining a cost-efficient CPL. The campaign not only met expectations but also provided a comprehensive understanding of customer engagement across channels.