

TARGETED VIDEO BUILDS ON AUDIENCE INTEREST

> THE CHALLENGE

Monk's Home Improvements, renowned in their market as a premier home painting service, sought to expand business in the areas of kitchen and bathroom remodeling. While their marketing program was heavily focused in one medium, their marketing coordinator recognized the need to diversify the strategy to help the company achieve its goal of driving a greater number of calls to schedule estimates.

> THE STRATEGY

Understanding that visuals drive interest in the home improvement industry, NJ Advance Media's digital specialists encouraged the client to try the **YouTube TrueView video program**. With the help of our team, Monk's could reach their most desired audience by integrating specific search keywords with the platform's enhanced targeting capabilities such as audience interests, behaviors, affinities, demographics and geographic targeting. Three videos were implemented at the start of the campaign. Each video focused exclusively on one service: painting, kitchen remodels, and bathroom remodels. **The campaign was continuously optimized to allocate budget to the most successful videos.**

> THE RESULTS

- **The program garnered over 454 hours of brand exposure** over a four-month period utilizing a majority of :15 second videos targeted to their desired demos within a tight geography of just 37 zip codes.
- **Demonstrated interest in desired areas of expansion**
Monk's videos achieved a view rate that is **26% higher than the industry standard**. The program benefited from insights into which videos achieved a higher rate of engagement through video views, completions, and click-through to the client's website.
- **Views translate to more qualified website visits**
Through optimization efforts, the digital team helped the client achieve 1,688 direct visits to their website. Among paid campaigns during the same time-period, TrueView delivered the lowest bounce rate (5% lower than average) and the longest session duration (32% longer than average).



1,688 direct visits to their website

"TrueView is the perfect platform to showcase our Kitchen and Bath Design Studio and remodeling offerings. Video allows us to highlight both our showroom and our remodeling work, while the zip code level targeting reaches viewers in our service area. NJ Advance Media has been a great partner, continuously working to optimize the campaign and delivering the best results we've seen across any video campaign we've run."



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