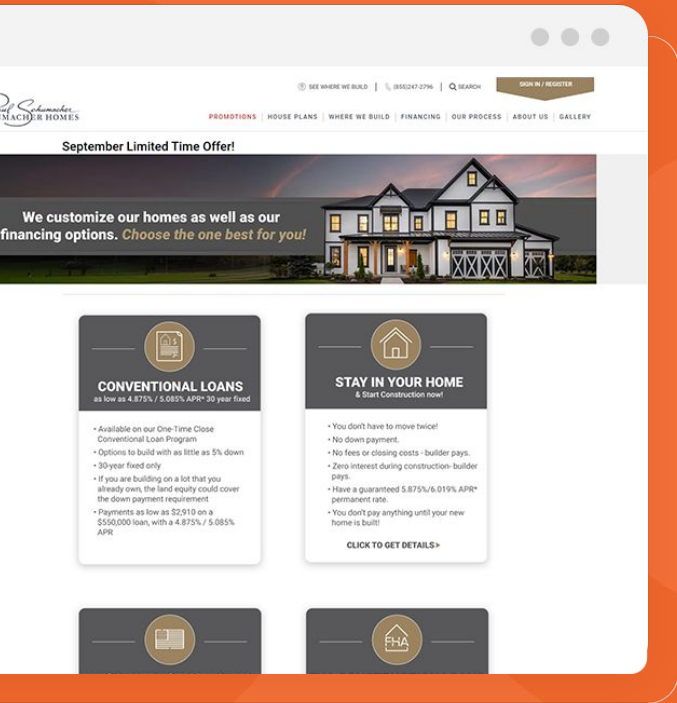


CASE STUDY

CUSTOM HOMES

Growing Brand Awareness with Meta Campaign for Schumacher Homes





The Challenge

Schumacher Homes was over-reliant on Google Search to drive MQLs and sales.

Their available search volume on Google had flattened, especially in some specific metro areas where Schumacher isn't as well known.

Cost per MQL, and ultimately, cost per customer, was higher since there's a lack of demand on search.

Our Goal

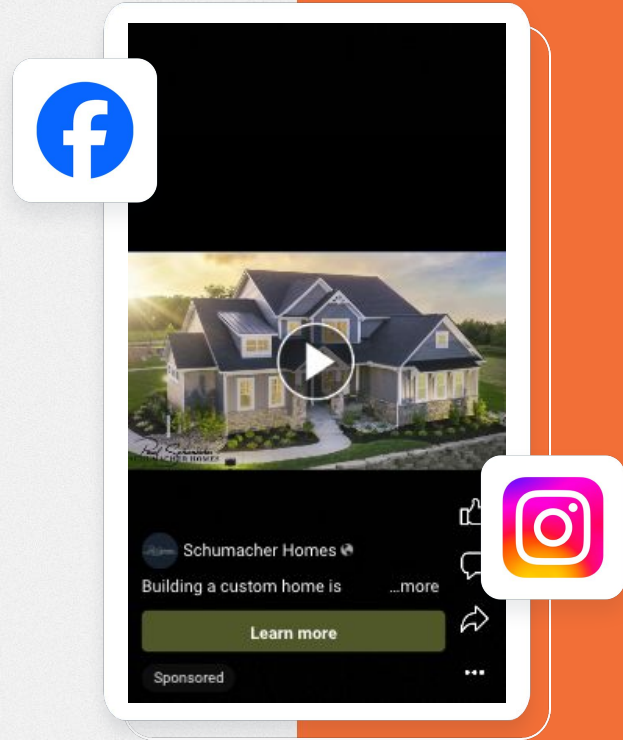
**Get More Interest and
Awareness of Schumacher
Custom Homes**



The Process

We introduced a new Meta TOF video campaign to get more interest and awareness of custom homes and Schumacher's brand name in general.

This video campaign had a reach objective to get as many unique views as possible.



The Results

✓ **Branded searches increased by 25%, from ~80k to 100k**

✓ **35 additional qualified leads came in MoM**

✓ **CPL decreased 42% from \$125 to \$72 MoM**



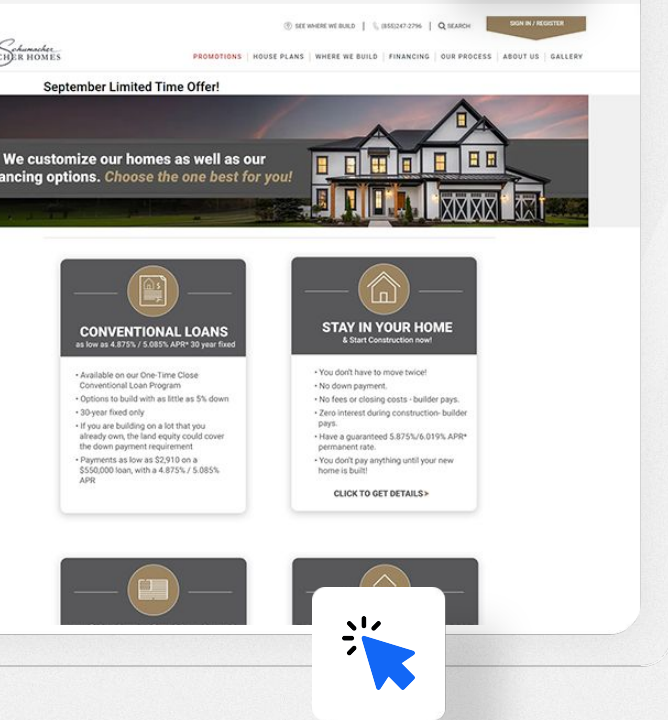
Thank You

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CASE STUDY

CUSTOM HOMES

Growing Brand Awareness with Meta Campaign for Schumacher Homes

Schumacher Homes was overly reliant on Google to drive MQLs and sales. Search volume had flattened for branded searches (i.e. searches for “Schumacher Homes”), particularly in smaller metro areas where the brand wasn’t as well known. As a result, cost per MQL and cost per customer were higher due to the lack of awareness and demand on search.

A new Meta TOF video campaign was introduced to generate brand recognition and to drive general awareness around custom homes. The campaign had a reach objective, aiming to get as many unique views as possible.

The video campaign led to an increase of 20k branded impressions in Google search the month after it was introduced, as well as 35 additional MQLs, and a decrease in CPL from \$125 to \$72 month over month.

20K

increase in branded searches

35

Increase in MQLs

42%

decrease in CPL