

## CASE STUDY



# Targeted Channel Advertising

## The Client

Our client is a leading global manufacturer supplying both contractors and DIYers in the construction and home remodeling industry. While the majority of our client's sales are B2B, this case study explores the impact of highly targeted channel advertising on sales to consumers.

## The Challenge

Historically, consumer sales comprise a small portion of our client's overall revenue. When the leadership team asked for help in expanding their consumer market share, it was readily apparent they did not have the media budget necessary to reach a mass market of do-it-yourself home remodelers.

Generally speaking, advertising to a large, consumer audience is expensive. Brands need a large budget to ensure their media hits the desired frequency to make an impression on their audience.

## The Strategy

Rather than advertise directly to consumers, Brilliant Metrics proposed a fresh strategy to target one of their key wholesaler's employees.

The client got behind that strategy. *"Consumers come to [flooring wholesaler] to find high-quality hardwood floors at a good price. We wanted to increase the attachment rate of [our products] to each floor being sold,"* said the marketing and communications manager.

### This experiment put two questions to the test:



Can purchases of our product be influenced by raising the level of awareness and education of the product with the sales staff of the channel partner?



Does digital marketing provide a means to communicate with store associates to build brand awareness, keep the brand top-of-mind, and serve up training videos for existing and new products?

*"Manufacturers have limited tools in their box to influence consumer sales through their retail channels. Share of mind with retail staff is one of the most powerful tools that most manufacturers completely ignore,"* said Steve Robinson, Founder/CEO of Brilliant Metrics.

Brilliant Metrics used IP targeting to reach in-store sales representatives on their computer network. IP targeting is a hyper-focused tactic that ensures advertising is reaching an exact audience.

*“One of the happy accidents of the experiment is that there is no WiFi access at [flooring wholesaler]. The only people using the computer networks are the ones who work there. This controlled spend well,”* Robinson said.

Brilliant Metrics targeted 80% of the flooring wholesaler’s stores across the country with display and pre-roll video advertising of three of the manufacturer’s products. The control group of 52 stores did not receive advertising and was geographically representative of the larger store makeup. Media ran for four months.

*“Anytime you have a purchase decision being directed by a dealer or retailer, using advertising to arm those people on the front lines is an extremely effective strategy. We’ve used other tactics like CRM targeting and email marketing to accomplish the same outcome with other clients,”* Robinson said.

# The Result

Brilliant Metrics compared expected store revenue with actual per-store revenue to estimate the total impact of paid media targeting the wholesaler.

Media resulted in a 46,959% (not a typo) return on advertising spend (ROAS) in the 4-month period during which it ran. These results are based on actual per-store sales data provided by the client. Based on the sensitivity of that data, we cannot share specific dollar amounts, but per-store sales of our client’s products rose 7.8% compared to the control set, well exceeding expectations.

*“The boom-or-bust nature of commercial sales makes it hard to attribute cause with effect. But, we were extremely satisfied with the results. They were so good that we are interested in launching another campaign to measure the impact,”* said the marketing and communications manager.

*“It’s rare to connect advertising directly to sales, especially for a manufacturer. But because of our client’s relationship with this retailer, we were able to connect the dots in a very concrete way,”* said Robinson.

## Average Store Sales

