



## Home & Decor

### Client Overview

For this home & decor client specifically, they were looking to achieve a \$200 CPA by driving as many conversions as possible while balancing prospecting and retargeting efforts.

By analyzing trends from past months and leveraging 1st party data, we were able to exceed the client's expectations and continue a strong partnership together.

### Campaign Results

**\$131**      AVG. CPA

Prospecting & retargeting specific home & decor review sites as well as geo-targeting physical home & decor store locations across the US allowed us to reach the right customers at the right time.

**\$722k**      conversion order value

We worked directly with the client's budget constraints around the supply chain issues they experienced during the pandemic. Due to these constraints, our client wasn't able to fulfill the number of conversions we were driving for them so we pulled back spend to allow for a smoother customer experience.

**8.17x**      ROI

**43,622**      CLICKS