Big Red’s Equipment stays one step ahead of its competition with an impactful behavioral targeting campaign.

“I had pretty low expectations at first. Really, I just expected it to be a new marketing ‘toy’ for us to explore. But it has really taken off and helped boost our web traffic. The CTR, especially during our peak season, was well above industry averages and we were seeing the final results in our overall sales.”

- Daniel Lee, Marketing Manager, Big Red’s Equipment

Objective

Big Red’s Equipment sells tractors, mowers and other outdoor power equipment to commercial landscapers and residential landowners. The company wanted to take advantage of impulse buyers and drive more traffic back to its website, www.bigredsonline.net. Big Red’s Equipment further wanted to stay ahead of the competition by getting its name where potential customers are on a regular basis and promoting its products in a provocative and engaging way.

Campaign Stats

365-day campaign

700+ Clicks

1.6 million Impressions

30% Increase in web traffic

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Solution

MultiView took Big Red’s Equipment objectives and developed a behavioral targeting strategy to boost brand awareness and get more leads from the company’s website.

Experienced campaign managers helped Big Red’s Equipment better qualify leads with highly targeted display ads, as well as mine deeply granular data that revealed additional valuable insight into its customers, such as what keywords they use, what devices they’re using and what their interests are.

MultiView’s creative team fueled the campaign with impactful visuals. “The ads were edgy and profound,” Big Red’s Equipment Marketing Manager Daniel Lee said. “I was super stoked about how simple but fresh the ideas were that the creative team pitched me. It was exactly what I was looking for.”

Big Red’s Equipment also got ongoing campaign analysis and advice, gleaned from the accumulated data. “You guys quantify all of your results,” Lee added. “There’s no, ‘I think this….’ Everything has numbers associated with it, and your team has used it to make good decisions for my business.”

Results of 365-day campaign

Big Red’s Equipment achieved the following results with its targeting campaign:

- More than 1.6 million impressions
- 700+ clicks
- Web traffic up 30% year-over-year
- Leads increased 15% year-over-year

Targeting Strategies

Behavioral Targeting

Behavioral targeting leverages multiple tactics that reach your target audience after they search for your types of products and services, read content related to your industry and evaluate your competitors.

Site Retargeting

Site retargeting helps you stay top-of-mind with interested prospects after they leave your site by showing ads reminding them to come back and take action.