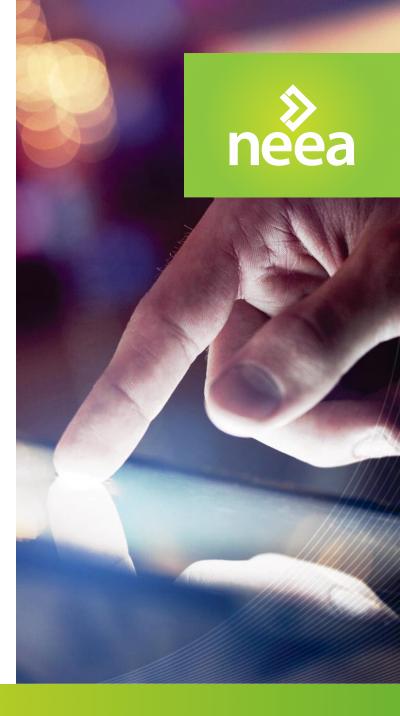
#### Blomberg Heat Pump Dryers Digital Campaign Report

#### **Promoting Super-Efficient Heat Pump Dryers**





## **Campaign Strategy**

- Run consumer-facing campaign in market to test effectiveness for driving to retail
- Leverage manufacturer brand (Blomberg) for all creative assets
- Use research findings to inform messaging and creative execution:
  - Include ENERGY STAR<sup>®</sup> logo as a way to build credibility
  - Focus on product imagery (rather than lifestyle photos)
  - Highlight monetary savings benefit both on up front cost and lower operational cost
- Place ads in geographical areas throughout the Northwest region that are close to retailers carrying Blomberg heat pump dryer models



## **Campaign Overview**

#### **Objectives**:

- Promote Blomberg ventless heat pump dryers through a limited time \$450 discount
- 2. Drive traffic to the Blomberg website

Call to action: "Find a retailer"

Duration: 10/15/18 - 11/16/18 (5 weeks)

Paid media channels:

- Google Search (\$10k)
- Facebook (\$10k)
- Viant Display Network + Retargeting (\$20k)

# facebook.







3

### **Campaign Creative**

The Best Ventless Dryer Ever | Save Today blomberg-offers.com/dryer-rebate

Save now and later. Blomberg dryers use 30-50% less energy than standard electric dryers.

#### Efficient Dryer Super Sale | Save \$450 On A Heat Pump Dryer blomberg-offers.com/dryer-rebate

With a \$450 mail-in discount plus utility rebates, now's the time to upgrade your dryer.

#### Need A Dryer Replacement? | Get \$450 Off blomberg-offers.com/dryer-rebate

A Blomberg Heat Pump Dryer delivers savings up front and on monthly energy bills.

#### Blomberg Heat Pump Dryer | Save \$450 Today

blomberg-offers.com/dryer-rebate

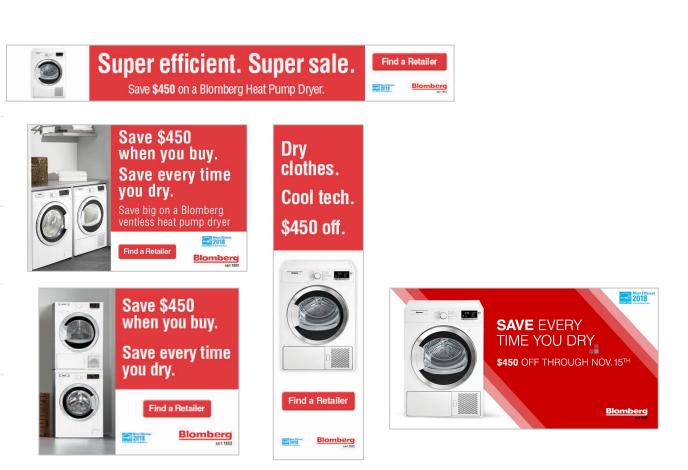
Now you have every reason to take home the most advanced energy efficient dryer ever.

#### Save \$450 When You Buy | Save Every Time You Dry

blomberg-offers.com/dryer-rebate

Save big on a Blomberg heat pump dryer that uses 30-50% less energy than standard models.

Google Search Ads



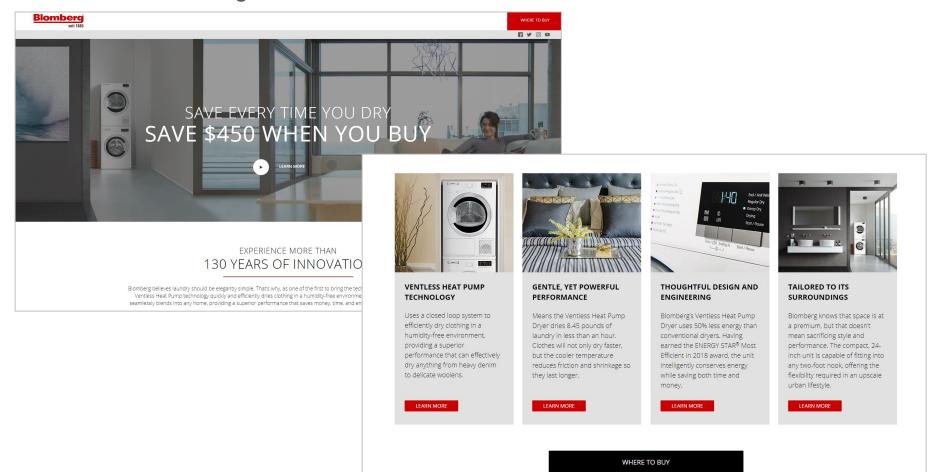
Banner Ads

Facebook

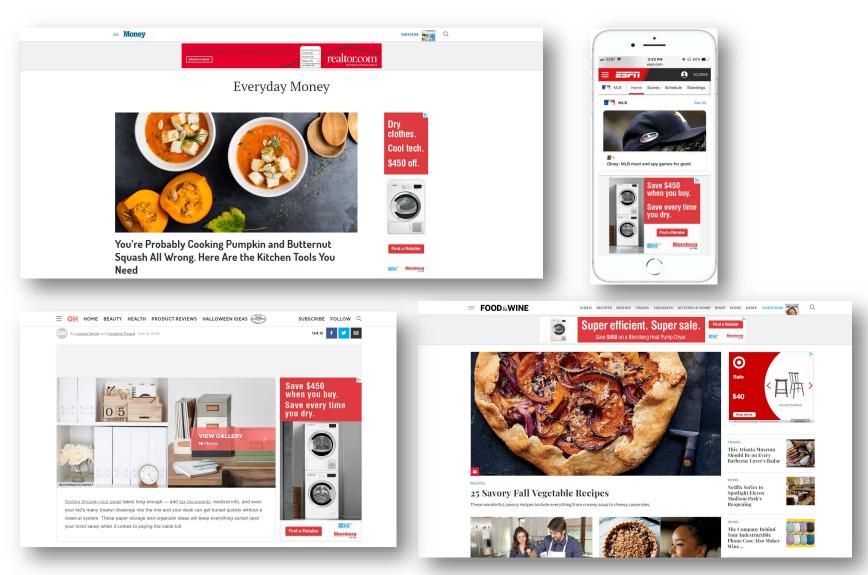


## **Campaign Landing Page**

All clickable paid media drove viewers to a custom campaign landing page designed to drive conversions to find a local retailer.



### **Campaign in Market**



neea

## Campaign Highlights\*



9.6 Million Impressions



12,012 Clicks to Landing Page



10,788 New Landing Page Users



2:56 Average Time on Page



774 Conversions to "Where to Buy" Link



6.4% Conversion Rate

\*See Appendix for data sources



## **Overall Campaign Results**

Tactic	Budget	Impressions	Clicks	CTR	СРМ	СРС		Landing Page
Google Search	\$10,000	400,988	2,332	0.58%	\$24.85	\$4.27	Avg. Time on Page	2:56
Viant	\$20,000	8,000,973	3,444	0.04%	\$2.50	\$5.81	Pages Per	1.19
Facebook	\$10,000	1,267,256	6,236	0.49%	\$7.89	\$1.60	Session	
Grand Total	\$40,000	9,669,217	12,012	0.12%	\$4.13	\$3.33	Bounce Rate	87%

- Ads on Google Search had the strongest CTR (0.58%) indicating that they were extremely relevant to the target audience.
- Paid Ads on Facebook proved to be the strongest channel driving high engagement (.49% CTR) and highly cost-efficient traffic (\$1.60 CPC).
- Viant was the most cost efficient (\$2.50 CPM) for overall campaign visibility with 8 million impressions served.



#### Overall Campaign Results By State

Market/Tactic	Impressions	GA Clicks	CTR	СРМ	СРС
Idaho	1,325,362	1,637	0.12%	\$4.82	\$3.90
Google Search	45,158	312	0.69%	\$35.14	\$5.09
Viant	1,280,204	327	0.03%	\$2.50	\$9.79
Montana	828,764	1,121	0.14%	\$4.58	\$3.38
Google Search	28,690	177	0.62%	\$31.13	\$5.05
Viant	800,074	383	0.05%	\$2.50	\$5.22
Oregon	1,706,422	2,435	0.14%	\$4.68	\$3.28
Google Search	106,192	518	0.49%	\$18.78	\$3.85
Viant	1,600,230	670	0.04%	\$2.50	\$5.97
Washington	4,541,413	6,819	0.15%	\$4.80	\$3.20
Google Search	220,948	1,325	0.60%	\$24.86	\$4.15
Viant	4,320,465	2,064	0.05%	\$2.50	\$5.23
Facebook - ALL	1,267,256	6,236	0.49%	\$7.89	\$1.60
Total	9,669,217	12,012	0.12%	\$4.13	\$3.33

#### Campaign Performance vs. Goals

#### **Google Search**

Goal # Impressions	Actual # Impressions
212,766	400,988
Goal	Actual
# Ad Clicks	# Ad Clicks

Viant				
Goal # Impressions	Actual # Impressions			
5,000,000	8,000,973			
Goal # of Ad Clicks	Actual # Ad Clicks			
10,000	3,444			

#### Facebook

Goal	Actual
# Impressions	# Impressions
1,000,000	1,267,256
Goal	Actual
# Ad Clicks	# Ad Clicks
3,333	8,980

 Exceeded all goals except # of ad clicks through Viant network



## **Top 10 Google Search Terms**

Top Keywords by Volume (Impressions)						
Keyword	Impressions	<u>Clicks</u>	<u>CTR</u>	Avg CPC		
Combo dryers	34,514	228	0.66%	\$4.48		
Combo dryer	33,351	212	0.64%	\$4.46		
Washer and dryer	22,651	129	0.57%	\$4.50		
Washer dryer combo	22,274	176	0.79%	\$4.60		
Combo dryers	ombo dryers 17,876		0.62%	\$4.15		
Combo dryer	17,032	80	0.47%	\$4.09		
Dryer for sale	12,025	26	0.22%	\$4.26		
Dryers for sale	11,763	60	0.51%	\$4.83		
Washer and dryer	11,039	67	0.61%	\$4.11		
Washer dryer combo	10,381	80	0.77%	\$4.24		

Most Cost Efficient Keywords (CPC)						
Keyword	Impressions	<u>Clicks</u>	<u>CTR</u>	Avg CPC		
Blomberg dryer	88	3	3.41%	\$0.89		
Blomberg dryer	19	1	5.26%	\$1.30		
Best ventless washer dryer combo	25	1	4.00%	\$1.74		
Best energy rating clothes dryer	6	2	33.33%	\$1.76		
Blomberg dryer	10	1	10.00%	\$2.00		
Best energy saving dryer	9	1	11.11%	\$2.01		
Blomberg dryers	90	1	1.11%	\$2.27		
Samsung dryer	593	1	0.17%	\$2.55		
Energy efficient dryers	196	1	0.51%	\$2.70		
Best ventless dryers	168	4	2.38%	\$2.70		





- In 2018, weekly rebates claimed during the promotion period were 1.9x greater than other weeks on average.
- Assuming the annual warehouse sale maintained the same impact from 2017 to 2018, the Blomberg campaign increased average weekly sales by 20%
- The campaign exceeded impression goal by 2 million impressions and drove over 12,000 clicks to the campaign landing page
- Facebook was the most cost efficient channel for driving traffic (\$1.60 per click)
- Viant ad network was the most cost efficient for generating impressions (8 million impressions at \$2.50 CPM)
- Viant ad network drove the most engaged users with the lowest bounce rate (83%) and the highest average session on the site (0:47)



Thank You!



### Kyle Stuart

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#### Together We Are Transforming the Northwest



### Appendix



- 1. Impressions media reported data through media partners (Google, Facebook, Viant network)
- 2. Clicks to Landing Page reported through Google Analytics
  - » NOTE: Montana's Google Search did not pull through to Montana Google Search attribution, therefore, we extrapolated Montana's Google Analytics Search data by taking (1) Montana's media reported clicks coupled with (2) ratio of media reported to Google Analytics reported for the other three states – we projected 177 clicks for Montana Search.
- 3. New Landing Page Users reported through Google Analytics
- 4. Average Time on Page reported through Google Analytics
- 5. Conversions to "Where to Buy" Link reported through Google Analytics
- 6. Conversion Rate reported through Google Analytics
  - » INDUSTRY BENCHMARK: Overall average ecommerce conversion rate is ~2%; paid search tends to be more effective with a 3.48% conversion rate across industries; benchmark for the paid search category Home & Garden is a bit lower with a 2.21% conversion rate for the industry.

