

February 2019

# *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® 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:

1. 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)



# Campaign Creative

The Best Ventless Dryer Ever | Save Today  
[blomberg-offers.com/dryer-rebate](http://blomberg-offers.com/dryer-rebate)  
 Save now and later. Blomberg dryers use 30-50% less energy than standard electric dryers.

**Super efficient. Super sale.**  
 Save \$450 on a Blomberg Heat Pump Dryer.

Find a Retailer

Blomberg  
 SINCE 1883

Efficient Dryer Super Sale | Save \$450 On A Heat Pump Dryer  
[blomberg-offers.com/dryer-rebate](http://blomberg-offers.com/dryer-rebate)  
 With a \$450 mail-in discount plus utility rebates, now's the time to upgrade your dryer.

**Save \$450 when you buy. Save every time you dry.**  
 Save big on a Blomberg ventless heat pump dryer

Find a Retailer

Most Efficient 2018  
 Blomberg  
 SINCE 1883

**Dry clothes. Cool tech. \$450 off.**

Find a Retailer

Most Efficient 2018  
 Blomberg  
 SINCE 1883

Need A Dryer Replacement? | Get \$450 Off  
[blomberg-offers.com/dryer-rebate](http://blomberg-offers.com/dryer-rebate)  
 A Blomberg Heat Pump Dryer delivers savings up front and on monthly energy bills.

**Save \$450 when you buy. Save every time you dry.**

Find a Retailer

Most Efficient 2018  
 Blomberg  
 SINCE 1883

Blomberg Heat Pump Dryer | Save \$450 Today  
[blomberg-offers.com/dryer-rebate](http://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](http://blomberg-offers.com/dryer-rebate)  
 Save big on a Blomberg heat pump dryer that uses 30-50% less energy than standard models.

**SAVE EVERY TIME YOU DRY**  
 \$450 OFF THROUGH NOV. 15<sup>TH</sup>

Blomberg  
 SINCE 1883

Most Efficient 2018

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.

**Blomberg**  
seit 1883

WHERE TO BUY

SAVE EVERY TIME YOU DRY  
SAVE \$450 WHEN YOU BUY

LEARN MORE

EXPERIENCE MORE THAN  
130 YEARS OF INNOVATION

Blomberg believes laundry should be elegantly simple. That's why, as one of the first to bring the Ventless Heat Pump technology, quickly and efficiently dries clothing in a humidity-free environment, seamlessly blends into any home, providing a superior performance that saves money, time, and energy.

**VENTLESS HEAT PUMP TECHNOLOGY**

Uses a closed loop system to efficiently dry clothing in a humidity-free environment, providing a superior performance that can effectively dry anything from heavy denim to delicate woolsens.

LEARN MORE

**GENTLE, YET POWERFUL PERFORMANCE**

Means the Ventless Heat Pump Dryer dries 8.45 pounds of laundry in less than an hour. Clothes will not only dry faster, but the cooler temperature reduces friction and shrinkage so they last longer.

LEARN MORE

**THOUGHTFUL DESIGN AND ENGINEERING**

Blomberg's Ventless Heat Pump Dryer uses 50% less energy than conventional dryers. Having earned the ENERGY STAR® Most Efficient in 2018 award, the unit intelligently conserves energy while saving both time and money.

LEARN MORE

**TAILORED TO ITS SURROUNDINGS**

Blomberg knows that space is at a premium, but that doesn't mean sacrificing style and performance. The compact, 24-inch unit is capable of fitting into any two-foot nook, offering the flexibility required in an upscale urban lifestyle.

LEARN MORE

WHERE TO BUY



# Campaign in Market

Money

What time did you find the best price to buy?

SEARCH NOW

realtor.com

## Everyday Money

**You're Probably Cooking Pumpkin and Butternut Squash All Wrong. Here Are the Kitchen Tools You Need**

Dry clothes. Cool tech. \$450 off.

Find a Retailer

Blomberg

AT&T 4:33 PM 60%

ESPN

MLB Home Scores Schedule Standings

See All

Ohney: MLB must end spy games for good

Save \$450 when you buy. Save every time you dry.

Find a Retailer

Blomberg

GH HOME BEAUTY HEALTH PRODUCT REVIEWS HALLOWEEN IDEAS

SUBSCRIBE FOLLOW

By Lauren Smith and Carolina Picard Oct 16, 2018 164 likes

**VIEW GALLERY**  
16 Photos

Save \$450 when you buy. Save every time you dry.

Find a Retailer

Blomberg

Sorting through your email takes long enough — add tax documents, medical info, and even your kid's many (many) drawings into the mix and your desk can get buried quickly without a clearcut system. These paper storage and organizer ideas will keep everything sorted (and your mind sane) when it comes to paying the cable bill.

FOOD&WINE

VIDEO RECIPES DRINKS TRAVEL HOLIDAYS KITCHEN & HOME SHOP MORE NEWS

SUBSCRIBE

Super efficient. Super sale. Save \$450 on a Blomberg Heat Pump Dryer.

Find a Retailer

Target Sale \$40 Accent furniture

TRAVEL This Atlanta Museum Should Be on Every Barbecue Lover's Radar

NEWS Netflix Series to Spotlight Eleven Madison Park's Reopening

## 25 Savory Fall Vegetable Recipes

These wonderful, savory recipes include everything from creamy soup to cheesy casseroles.

NEWS The Company Behind Your Indestructible Phone Case Also Makes Wine...

# 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	CPM	CPC		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 Session	1.19
Facebook	\$10,000	1,267,256	6,236	0.49%	\$7.89	\$1.60	Bounce Rate	87%
<b>Grand Total</b>	<b>\$40,000</b>	<b>9,669,217</b>	<b>12,012</b>	<b>0.12%</b>	<b>\$4.13</b>	<b>\$3.33</b>		

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

# Campaign Performance vs. Goals

## Google Search

Goal # Impressions	Actual # Impressions
212,766	400,988
Goal # Ad Clicks	Actual # Ad Clicks
1,429	2,332

## Viant

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

## Facebook

Goal # Impressions	Actual # Impressions
1,000,000	1,267,256
Goal # Ad Clicks	Actual # 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	Clicks	CTR	Avg CPC
Combo dryers	<b>34,514</b>	228	0.66%	\$4.48
Combo dryer	<b>33,351</b>	212	0.64%	\$4.46
Washer and dryer	<b>22,651</b>	129	0.57%	\$4.50
Washer dryer combo	<b>22,274</b>	176	0.79%	\$4.60
Combo dryers	<b>17,876</b>	110	0.62%	\$4.15
Combo dryer	<b>17,032</b>	80	0.47%	\$4.09
Dryer for sale	<b>12,025</b>	26	0.22%	\$4.26
Dryers for sale	<b>11,763</b>	60	0.51%	\$4.83
Washer and dryer	<b>11,039</b>	67	0.61%	\$4.11
Washer dryer combo	<b>10,381</b>	80	0.77%	\$4.24

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

# Key Takeaways

- 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!

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*TOGETHER We Are Transforming the Northwest*



# *Appendix*



# Data Sources

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.