



CLIENT OBJECTIVES

American Home Shield is the leading home warranty company in the United States and currently serves over one million customers across the country.

American Home Shield partnered with The Exchange Lab to help drive conversions on their website with a CPA goal of \$50.

A primary conversion for the campaign was defined as Cost per Order (Order confirmation page) and

secondary conversion as Cost per Lead (Quote submit confirmation). Also, 50% attribution was agreed upon for post-view conversions and 100% attribution to post-click.

Although viewability was not formally listed as a key performance indicator, the client wanted to ensure at least 50%, which is in line with industry standards.

STRATEGY

- Data insights led to in-flight optimizations such as shifting spend away from prospecting and towards retargeting and look-a-like modeling, as those tactics drove scale and strongly increased conversions respectively.
- Data showed a lull in performance between 11pm-7am so all bids were blocked during that time period throughout the campaign following that learning.
- Finally, 12 hour recency tactics were employed mid-flight, as a high percentage of conversions were observed within 12 hours from when the user first visited the page. Bids and frequencies were raised to increase the win rate within this time frame.

RESULTS

- By targeting consumers across devices and implementing a multi-platform approach, The Exchange Lab was able to exceed performance goals.
- American Home Shield had benchmarked all vendors at a \$50 CPA and The Exchange Lab was able to achieve a \$15 CPA, which was, on average, 233% better than the competing vendors on plan.

233% BETTER THAN ON PLAN COMPETITORS

70% BETTER CPA ACHIEVED THAN TARGET

INSIGHTS

By implementing a client-first strategy, The Exchange Lab discovered valuable audience information that was shared with American Home Shield, helping to further build their marketing strategy and increase sales across the business.

Some of the best performing categories included:

- Fitness
- World News
- Military
- Home Improvement
- Construction & Power Tools

Data showed strong results from the following groups:

- \$60-100k annual income
- College education
- PC and tablet strongest devices for conversions