

A woman with long dark hair, wearing a brown knit sweater, is looking down at a tablet computer she is holding. The background is softly blurred, showing a Christmas tree with lights. The entire image has a dark, semi-transparent overlay.

TAPAD

Tapad Increases Awareness For
Vacuum Cleaner Company



Goal

A vacuum company wanted to create awareness for a new vacuum specializing in pet hair cleaning. Their goal was to drive consumers — regardless of device — to engage with their creative experiences. The company wanted to encourage more consumers to go from awareness to consideration by driving site visits.



Strategy

The Company approached Tapad to launch a cross-device display campaign, reaching out to consumers who had visited the Company's website in the past. Additionally, they aimed to expand their reach with third-party data. These audiences included consumers with similar characteristics and needs to their average consumer, as well as other audiences that would be interested in their latest vacuum, such as pet owners.

Leveraging the power of the Tapad Device Graph™, and its unique ability to deliver unrivaled reach and analyze customer activity across every device, Tapad helped the Company run an effective cross-device campaign.

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Results

The campaign ran for nearly three months, and thanks to tapad's industry leading cross-device technology, the company achieved their goals:

49.6 mil.

impressions and **2x average**
frequency across screens

534%

lift on response rate (CTR)
when consumers were
exposed on three screens

11.4%

cross-device delivery rate

.16%

CTR

\$43k

revenue in online sales

Mobile

top performing platform

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