

# WE HELPED DONLEY SERVICE CENTER INCREASE WEBSITE TRAFFIC BY 11%

Donley Service Center is a HVAC and Plumbing company in Arizona. They were looking to increase awareness and sales during their peak HVAC season.

## STRATEGY AND TACTICS

- By using OOH digital bulletins, digital posters and static bulletins, Donley planned on increasing leads and search volume to direct consumers to their website.
- The strategy included aligning in-market impressions with the peak HVAC season in Arizona.
- Through the use of historical sales data, the media team was able to determine a specific geographical focus for the campaign by zip code.
- Billboards were placed in areas that targeted home owners that lived in the desired zip codes.
- The targeted geographical areas experienced an increase in transaction volume YoY



## RESULTS

# 11%

INCREASE IN WEBSITE VOLUME

**ALSO A SUBSTANTIAL INCREASE IN SALES VOLUME IN TARGETED GEOGRAPHICAL AREAS YEAR-OVER-YEAR**