

Cantey Foundation Specialists

Background

Cantey, a reputable home improvement company, specializes in foundation repair and crawl space solutions. They provide homeowners with reliable and permanent solutions to their pressing issues. Their services include durable foundation repairs, moisture-proof crawl space vapor barriers, and fast, long-lasting concrete solutions that work together to strengthen, beautify, and increase the overall value of a home.

Objective

Increase Store Sales

Maximize reach to the targeted audience. Strategically place OOH and digital advertising to the target market utilizing audience data. Cantey Foundation wanted to enhance their brand visibility and expand their reach in the highly competitive Charlotte area, particularly targeting males aged 45 and above residing in older homes throughout the city.

Strategy

The strategy was to maximize Cantey's chances of reaching their core audience by incorporating KPI tracking and audience insights to continuously craft intelligent advertising solutions. The strategy was developed after a thorough market review and identification of OOH assets utilizing core static locations, audience-targeted programmatic digital, and mobile retargeting of the exposed OOH audience to engage the core audience target (males 45+, homeowners). The plan used an ongoing examination of the strategy elements based on their effectiveness to drive results, including both increased exposure and generation of customer activations. It also helped to inform and maximize Cantey's TV and radio media investments. Several important campaign elements were deployed:

- (1) The vibrant OOH creative incorporated unique designs based on client interviews to make the campaign stand out and drive awareness.
- (2) Static OOH: Geopath insights identified the top indexing static locations for the 45+, male, homeowner target audience.
- (3) Programmatic DOOH helped reach the right people at the right time. GeoPath and Epsilon, Foursquare, and Experian data were used to select the best digital locations within the Charlotte DMA. These locations were scheduled to coincide with Cantey's radio media plan to reach the desired audience while they were driving.
- (4) Billboard retargeting with mobile ads exposed audiences who only live in Charlotte, aged 45+, and were male homeowners. This tactic allowed secondary delivery to only those who were most likely to be interested and amplified the OOH messaging, providing deep analytics about the exposed audience's behavior and activation.



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Plan Details

Market: Charlotte NC DMA

Campaign Posting Dates: Jan 1, 2024 - Dec 31, 2024

OOH Formats Used: Static, programmatic digital, and mobile retargeting

Target Demographic: Male 45+ and owners of older homes

Budget: Budget \$15,000 or larger

Impressions: 86,111,990

Reach: 38.42%

Frequency: 10.7

Results

- 31 new contract jobs were booked within a 30 day exposure window to OOH/Retargeting (job booking confirmation page was tracked via pixel), attributing these sales to the campaign.
- CTR: 0.09%
- Clicks: 2,073 clicks
- Cantey saw enough success from the campaign to increase spending in 2025 and add a new emerging market (Charleston) utilizing the same campaign strategy.
- As a result of the campaign success, the client increased their OOH commitment from \$120k to over \$400k.