



HomeServe fixes its brand in customers' mind and improves sales for home repair plans



Company Overview

HomeServe is a trusted provider of low-cost home warranty and emergency home repair plans.

“As an organization steeped in highly quantifiable direct response marketing, it took a leap of faith to invest in a branding effort. We’re glad we did. In addition to the many positive impacts the campaign afforded us supporting awareness, we materially enhanced our retargeting pool, exposed ourselves to new customers, increased our average transaction value, and grew sales. The campaign raised the tide for all of our online marketing.”



PHIL SANDLER
SVP, DIGITAL MARKETING, HOMESERVE

CHALLENGE

HomeServe, an emergency home repair plan provider, was looking for a long-term partner to help drive and track brand awareness while supporting ongoing direct response efforts with key home insurance-seeking audiences.

Additionally, the company wanted to quantify the performance impact of their significant brand investment.

RESULTS

Coupled with Quantcast’s ‘audience validation,’ post-campaign insights confirmed that HomeServe effectively reached their multifaceted audience at scale. Quantcast successfully grew HomeServe across all major brand metrics, seeing 198% lift in brand awareness (Nielsen DBE) and a 12% increase in YOY market share (Moat).

To quantify performance results, Quantcast analyzed cookies exposed to both brand awareness (video) and direct response (display). Analyzing the two cohorts holistically, HomeServe found that cookies exposed to both brand and direct response advertising saw a 514% increase in net-new site visitation, growing HomeServe’s qualified retargeting pool. This ultimately drove a 60% increase in new customers, a 22% increase in sales, and a 5% increase in average order value.

SOLUTION

Quantcast’s ‘brand audiences’ allowed HomeServe to pinpoint customers searching for things like “home owners insurance” and “water heater repair.” From here, HomeServe identified behaviors and interests of competitive shoppers pre-campaign, curated the audience they sought to reach, and tapped into the live nature of Quantcast data with high-impact video assets.

HIGHLIGHTS



+60%

increase in new customers



+198%

lift in brand awareness