

Driving Conversions Through Comfort

A seasonal digital strategy that delivered results fast

OVERVIEW

A leading home comfort provider wanted to boost customer engagement and increase conversions for its seasonal HVAC promotions. Competing in a crowded service market, the brand needed a cost-efficient digital strategy that would attract qualified leads and convert them quickly—without inflating spend.

APPROACH

Postmedia developed a tailored, multi-channel strategy that combined search engine marketing, programmatic display, and social media to reach customers at every stage of the decision journey.

Search played a pivotal role through a Performance Max (PMAX) campaign, granting access to all of Google's ad inventory and enabling precise targeting of high-intent users. The campaign refined its focus by optimizing ad copy and adjusting bids on top-performing heating terms, working closely with Google to enhance performance in real time.

On social, geo-targeting was broadened to expand reach and fuel platform learning, while simplified visuals and video variations were tested to identify what resonated best. Programmatic tactics layered in data-driven audience targeting, ensuring every impression reached the right user at the right moment while maintaining efficiency across channels.

CONCLUSION

Within just 13 days, the campaign produced exceptional results—boosting both volume and efficiency. PMAX drove a 137% lift in conversions and a 229% improvement in conversion rate. Programmatic performance exceeded industry benchmarks, achieving higher-than-average CTRs while cutting cost per conversion. Together, the integrated strategy demonstrated how a focused, data-led approach can drive tangible business outcomes, even in highly competitive local markets.

3.9M

DIGITAL IMPRESSIONS
Benchmark: 3M*

0.54%

CTR
Benchmark: 0.30%*

\$16

CPC
Benchmark: \$20*

*Benchmarks are industry averages.

