

**HVAC  
EST.**

# CASE STUDY

Post-COVID era has shown a considerable supply chain struggle. Our HVAC system manufacturer wanted to promote the fact that they were not being negatively effected by current trends, and were fully prepared to do business.

This manufacturer reached out to Chameleon Digital Media to establish a campaign that would drive engagement with potential product dealers.

Utilizing real-life daily foot traffic patterns, mobile location analysis, and descriptive audience insights Chameleon constructed a custom audience of HVAC Technicians and Appliance Dealers.

Through our precise polygon technologies used to capture the niche audience, Chameleon was able to deliver a B2B digital campaign successfully.

As a direct result of audience insights and detailed campaign initiatives, the Manufacturer saw 1,200 professionals engage with on-site call to action, and follow through to become a dealer.



**CHAMELEON**  
DIGITAL MEDIA





# HVAC - Campaign Insights

Impressions

1,217,703

Clicks

6,729

CTR %

0.55%

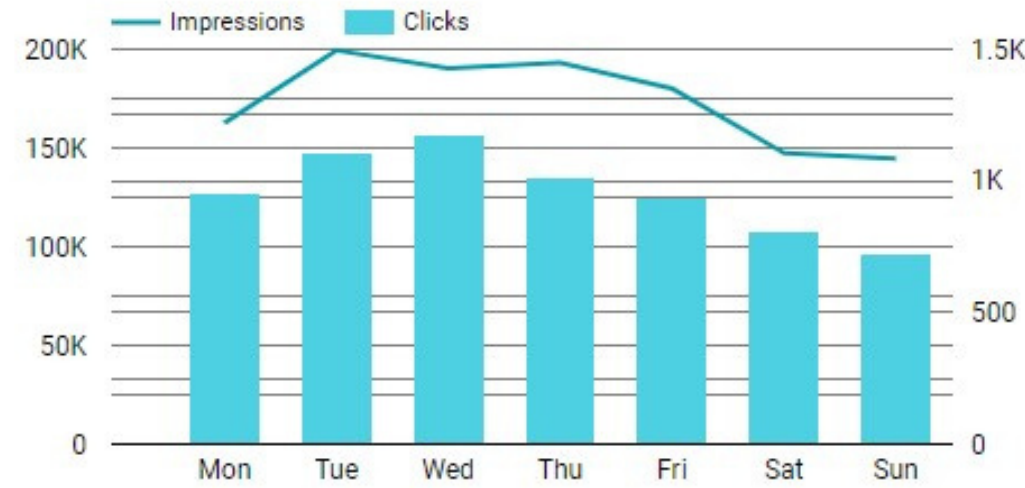
Conversions

1,217

Uniques Reached

306,786

What day of the week is driving more traffic:



Conversion Breakdown:

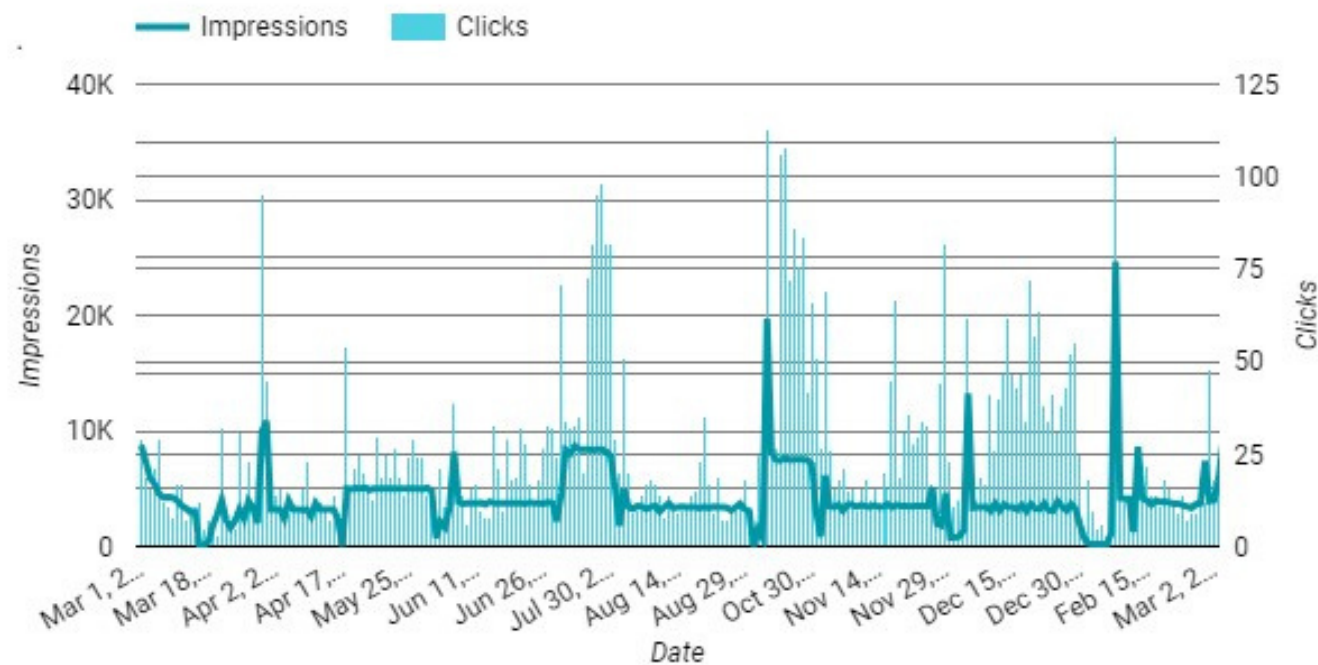
Conversion Event(tid)

Conversions

becoming\_adealer

1,218

What's your daily campaign Performance?



Flight

Mar 1, 2022 - Mar 31, 2023

Which creative has the best performance?

Ad	Impressions	Clicks	CTR %
	402,632	1,468	0.36%
	352,809	3,159	0.9%
	253,158	1,214	0.48%
	79,753	334	0.42%
	69,119	281	0.41%
	60,232	273	0.45%

Which Ad Size has the best performance?

Ad Size	Impressions	Clicks	CTR %
320x50	471,751	1,749	0.37%
300x250	432,562	3,493	0.81%
728x90	313,390	1,487	0.47%

What environment has driven more traffic?

