

# Bird Dog: Home Improvement Clients

## One-to-One IP & Device Level Targeting

Bird Dog Digital Marketing is an advertising technology company, home to 6 one of a kind adtech products. We use our patented SNipER technology to bring unprecedented accuracy to digital advertising. Through our Proof of Performance (POP) Report, Bird Dog Digital Marketing is able to show the amazing results of our technology.

Here we showcase some of our home improvement partners and the success they have had in using our technology.



## Bird Dog Results

<b>Moving Hound</b> <b>Pest Control</b> A pest control service company in Florida was looking to gain new customers in one of their local markets. Using our Moving Hound, Bird Dog was able to take addresses of recent movers and match them to an IP address. Digital banner ads were then delivered straight to their households, ensuring our client was the first pest control company they heard about. <ul style="list-style-type: none"><li>• Bird Dog saw 276 sales from our targets</li><li>• Conversion rate of 2.55%</li><li>• Accounted for 8% of sales over the course of the campaign</li></ul>	<b>Moving Hound</b> <b>Lawn Care Company</b> A lawn care company with a prominent reach on the East Coast wanted to get in front of new movers to promote their lawn maintenance options. The company not only wanted to be the first to get in front of these new movers, but also wanted to stand out from other lawn companies by advertising a special offer just for recent movers. <ul style="list-style-type: none"><li>• ROAS 1720%</li><li>• Total value of conversions</li></ul>
<b>Neighborhood Bark</b> <b>Home Improvement Company</b> A \$2.5 billion dollar manufacturer of home improvement products performs thousands of in-home installations of their products. Looking to add a digital channel, the manufacturer implemented Neighborhood Bark by Bird Dog. The home improvement client was now able to digitally target neighbors' individual homes just prior to and during the time the canvassing team walked the neighborhood. <ul style="list-style-type: none"><li>• 77% increase in approved loans from our targets</li></ul>	<b>Moving Hound</b> <b>Plumbing Company</b> A plumbing company wanted to get more clients under their wing. This company knew that new movers were a great audience to advertise to. This group wanted to get their brand in front of specific areas within their state. Using Bird Dog's Moving Hound, this plumbing company got in front of a number of different North Carolina zip codes to promote their offers. <ul style="list-style-type: none"><li>• Conversion rate of 0.363%</li></ul>
<b>SNipER</b> <b>HVAC and Plumbing Services</b> Our client was a full service heating, ventilation, air conditioning, plumbing repair and retail organization with multiple locations throughout the southeast United States. This company provided Bird Dog a list of previous customers that we were able to use with our patented matching algorithm to target 18,500 prospects. <ul style="list-style-type: none"><li>• Filled 100% of the remaining appointment slots</li></ul>	<b>Neighborhood Bark</b> <b>Plumbing Company</b> The same plumbing company as mentioned above wanted to do more after reaping success from Bird Dog's Moving Hound technology. This company wanted to use Bird Dog's Neighborhood Bark to target the neighbors of their existing clients. <ul style="list-style-type: none"><li>• Conversion rate of 0.245%</li></ul>