

# Case Study | Pest Control

## Moving Hound

### The Background

A pest control service company in Florida was looking to gain new customers in one of their local markets. The Florida climate lends itself well to pest control businesses, and companies can be busy year round.



### The Challenge

The client approached Bird Dog Digital Marketing with the hope of being able to target prospects that had just moved into a new home within literal hours of them setting up their home network.

**MOVING HOUND**

### Bird Dog's Approach

Using our Moving Hound offering, Bird Dog was able to take the addresses of recent movers and append them to an IP address. Then digital banner ads were delivered straight to their households, ensuring our client was the first pest control company they heard about. Focusing on this brand new audience that will be needing a service is one of the most effective ways to utilize Moving Hound.

### Performance

- Bird Dog saw 276 sales from our targets
- Conversion rate of 2.55%
- Our prospects accounted for 8% of all sales over the course of the campaign

---

### About Bird Dog Digital Marketing

Bird Dog is revolutionizing programmatic media through its patented approach of matching physical addresses to IP addresses, allowing clients to effectively target consumers. The Bird Dog system is 100% cookie-free and its proprietary approach connects with real people at an unparalleled accuracy, largely eliminating ad fraud. With a 95% or greater confidence level, Bird Dog is the premier choice for digital advertising. For more information, visit [BirdDogDigitalMarketing.com](http://BirdDogDigitalMarketing.com).