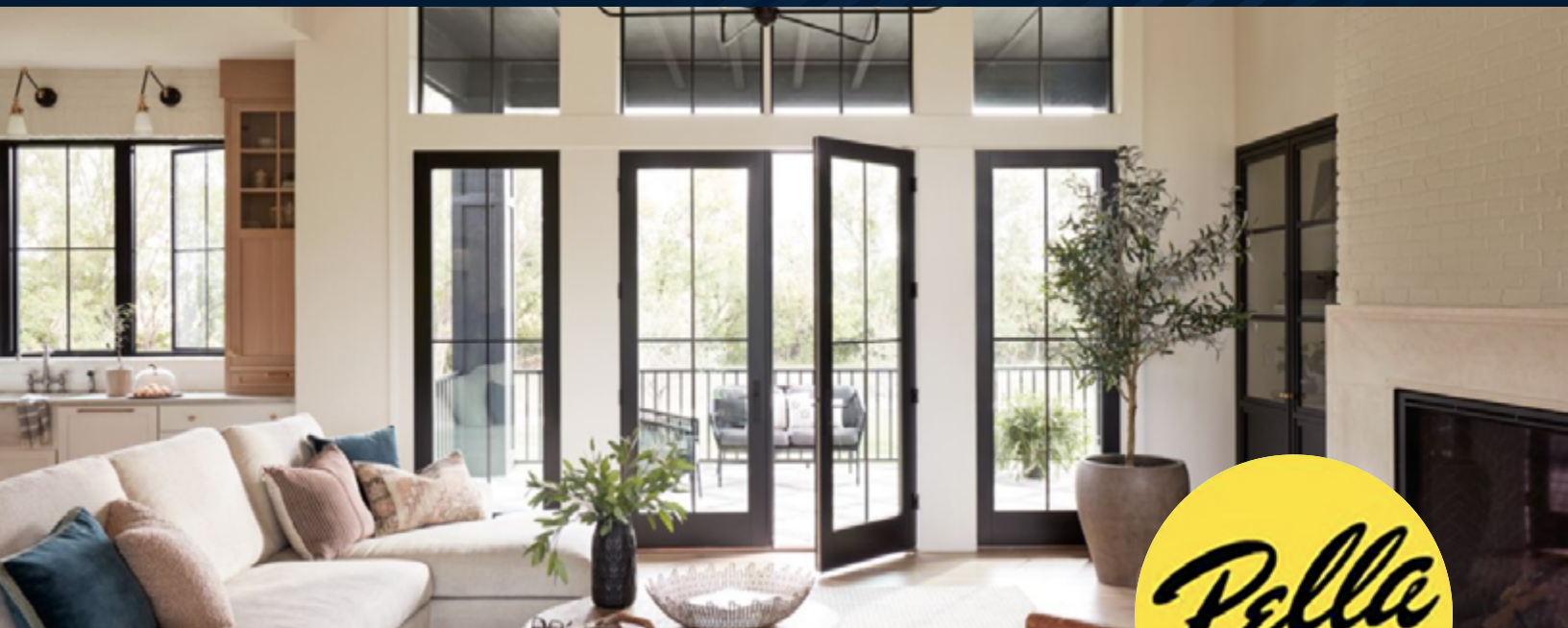# See how Spectrum Reach drove a 25% higher website Response Rate using customer mapping and data-driven creative for Pella Windows and Doors of Wisconsin

Spectrum REACH®

Pella Windows & Doors of Wisconsin

▶ THE OPPORTUNITY

As the home improvement surge waned, Gina Della, VP Sales and Marketing for Pella Windows and Doors of Wisconsin, needed to maintain the company's growth trajectory and find new ways to improve media effectiveness in their three markets—Milwaukee, Madison, and Green Bay—with only half its TV budget.

Spectrum Reach suggested applying a new data-driven approach to developing more effective commercials and more targeted media campaigns, using the client's own anonymized first-party customer data as the catalyst.

SPECTRUM REACH WORKED WITH PELLA TO IMPROVE MEDIA AND COMMERCIAL EFFECTIVENESS IN THREE WAYS:

1. DEFINED CUSTOMER PROFILE TO IMPROVE COMMERCIAL CREATIVE:

While Pella's target of A35-64 represented the core buyer of high-quality window and door replacements, there was a need to look beyond age and gender to flesh out a more detailed customer profile to achieve stronger results.

Spectrum Reach matched Pella's customer data with third-party household profile data, creating a precise and privacy-focused customer profile. Analysis showed that Pella consumers are primarily aged 35-54 but also possess additional distinguishing features.[1]

Twice as likely to have homes valued over $500K

Hold professional occupations

3X more likely to have incomes over $150K

Live in and around urban city centers

Care about quality in the products they buy

Have kids

All-new commercials were developed by Spectrum for Pella to reflect the now well-defined consumer target. See a sample Pella ad here:
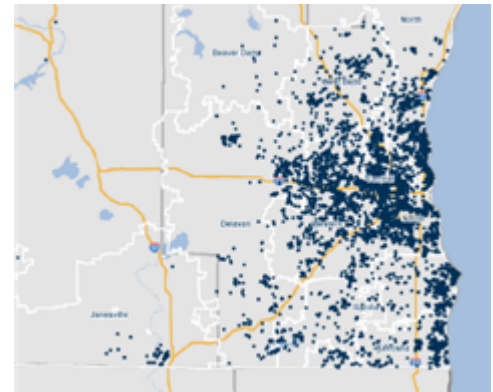

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▶ **THE APPROACH**

2. IMPROVED GEOTARGETING:

Spectrum Reach identified consumer-dense areas in urban and suburban geographies by mapping Pella customers to key neighborhoods in each of the three markets. This provided Pella with a roadmap to target these areas effectively in the zones and zip codes where thier customers lived.[1]

3. LEVERAGED MULTISCREEN ATTRIBUTION INSIGHTS TO INFORM NETWORK SELECTION:

Spectrum Reach provided a Q2 Multiscreen Attribution analysis that measured ad-exposed website visitation. This revealed that upscale sports like tennis, golf, NHL Stanley Cup, the Milwaukee Brewers, and the Green Bay Packers , as well as networks like CNBC, Spectrum News, and HGTV, were favorites in homes that visited the Pella of Wisconsin website. A new media campaign featuring recommended networks was developed for Q3.[2]

▶ THE RESULT

In Q3, Pella's new creative, customer mapping strategy, and audience-targeted media campaign were successful, driving a **25% higher** Response Rate vs Q2 based on attribution analysis. The data-driven programming recommendations consistently drove the greatest share of traffic to the Pella website across all three markets.[2]

▶ CONCLUSION

Spectrum Reach informed Pella's decision making by providing data-driven insights that improved media effectiveness and targeting, and demonstrated that multiscreen TV drives website responses.

"Spectrum Reach provides unparalleled service—from data-driven commercial video production and audience segmentation to attribution measurement that fuels insights for future campaigns. And it's all managed by a dedicated team of local experts."

Gina Della
VP Sales and Marketing , Pella Windows and Doors of Wisconsin

Source 1: Client proprietary customer data, provided on 06.14.22. Data extrapolated thru Neustar E1X. Run date 06.30.22.

Source 2: Innovid, based on Deterministic measurement of viewing data on HH exposed to ad on multiscreen TV and visited the client's website. Innovid measures all traffic to the site, determining what is TV driven based on actual ad-exposure data, and then removes anything that has no relation to the actual campaign being measured. Pella 2Q andQ3 2022 reports.