

Tiger Pistol Drives Leads and Optimizes Data for National Home Builder



1,500

Leads Generated

600

Home Center Visits

>50,000

Clicks to Website, Providing Rich User Data to Optimize Future Campaigns

The Challenge

A national custom home builder with a network of local home centers engaged Tiger Pistol to deliver data-enabled Traffic and Lead Generation campaigns targeted to interested home buyers. This client had a classic case of data silos between their local home centers and their corporate website. Their SEO efforts lead interested consumers to their corporate website, where users were left to manually identify their local home center as a means to start their buying process.

The Solution and Benefits

Tiger Pistol's Platform made it possible to easily deploy local campaigns from local home center Facebook Pages, that directed users to the local home center webpages. Using data from the corporate website visitors, in addition to local first-party data on past lead submissions and visitors, the company was able to share robust custom and lookalike audiences with their local campaigns with the click of a button. Tiger Pistol's data-sharing process enabled symbiosis, with local campaigns optimizing on local behavior, and corporate and local sites feeding off each other's visitor data.

The Results

In just 8 weeks, the home builder's local campaigns produced 1,500 leads and generated 600 visits to local home centers. In conjunction, local home center pages received over 50,000 clicks throughout the duration of the campaign, providing rich local user data to further optimize campaigns in the future.

