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Adapting to customer demand during a natural disaster and generating \$148k+ in 24 days

Case Study





Industry
HVAC






Location
USA

Summary

Total Home Supply (THS) stocks HVAC systems for home and business customers. When the Texas Freeze hit in February 2021, we pivoted their campaign strategy to match the immediate demand for tankless water heaters. As a result of this change, we managed to achieve a huge increase in ROAS and product sales as we helped THS adapt to the market's overnight change.

Results

-  203% ROAS increase
-  \$148k+ in product sales
-  103% conversion increase

The Client

Total Home Supply

Total Home Supply (THS) is 'America's trusted home supply store' that provides homeowners and businesses with HVAC systems including air conditioners, heaters, fireplaces, and more. Founded in 2010, THS stocks all the top brands available including GE, LG, Amana, Daikin, Reznor, RH Peterson, and White Mountain Hearth.

Objectives & Challenges

We started working with THS in June 2020, and within months had developed a strong amount of product sales and healthy 6.58:1 ROAS by following regular seasonality and pushing for heating units across the US during winter. Suddenly, in February 2021, the Texas Freeze left millions without power and heating. This natural disaster created a sudden demand for tankless water heaters, which THS was in a good position to accommodate for.

The Solution

Moving fast in order to supply the spike in demand, we adapted the goals and strategy of THS's campaign, shifting our focus to tankless water heater sales via Google Shopping and geo targeting the campaign to the state of Texas.

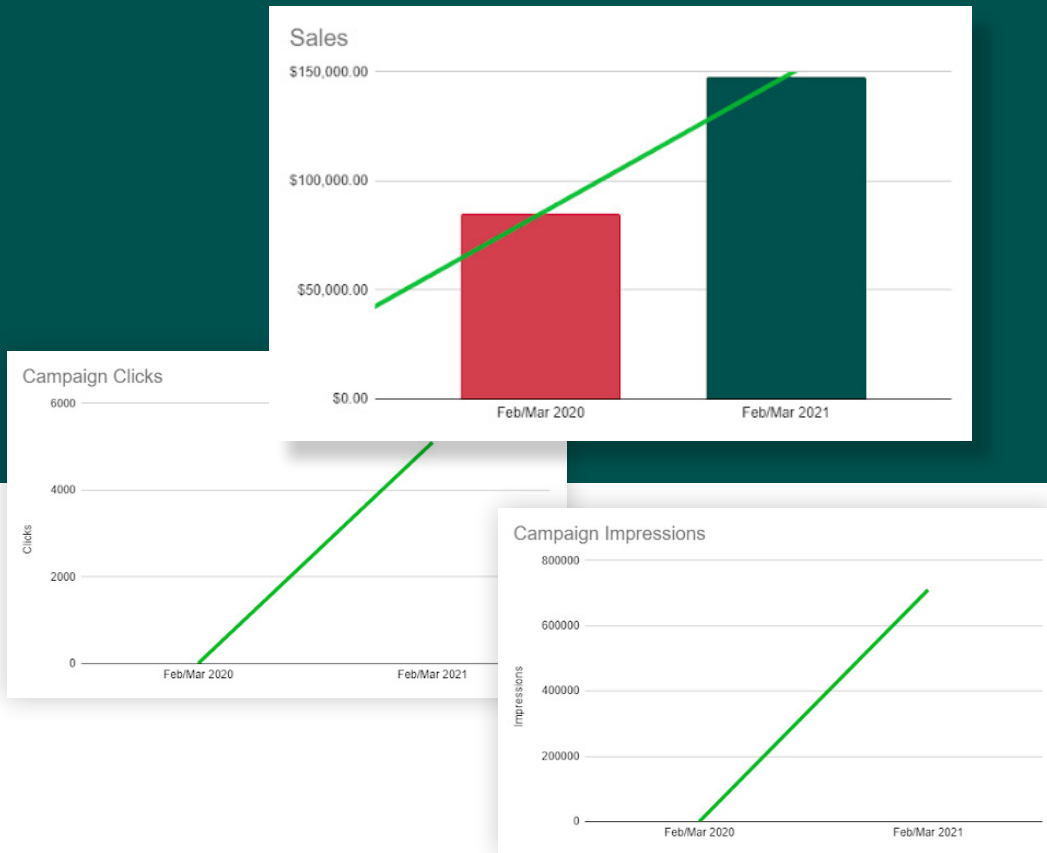
By taking advantage of historical account data and building a campaign around the top sellers in the tankless water heater category, we managed to optimize on the fly for ROAS, Transaction Value and Conversion Rate.

The Outcome

Quickly reacting to this natural disaster event meant we were able to generate a ROAS of 19.94:1 in just 24 days, resulting in \$148k worth of sales for THS. This represented a 203% ROAS increase when compared to THS's average ROAS of 6.58:1 during 2020, a record set before we started working with them.

These results also more than doubled our previous \$85k record of sales set in 2020, and represented a 118% ROAS increase when compared with Feb 19 - March 15 2020. Conversions increased by 103%, clicks increased 5100% and impressions soared from next to nothing to over 700,000.

In addition to these increases during this short time period, the success of the campaign resulted in THS selling all of their inventory!



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