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This report is an investment and measurement strategy project to optimize Home Depot’s operations for the upcoming spring and summer grilling season.

# BEHIND THE APRON

The site offers customers a unique experience to shop for new necessities, such as grills, grill tools, and cleaning products. This provides customers with everything they might need.

Home Depot’s mission is to provide the highest level of service, the broadest selection of products and the most competitive prices. They are a values-driven company and their eight core values include the following:



# AUDIENCES



## FAMILY MEN

Dads love to show off their grilling skills. Furthermore, Dads take pride in serving a home-cooked meal to their children, as it creates fun memories and fosters family bonding moments.



## YOUNG PROFESSIONALS

A good target audience is new young professionals. Not only may they be first-time grill buyers, but they also love to entertain family and friends at their new home.

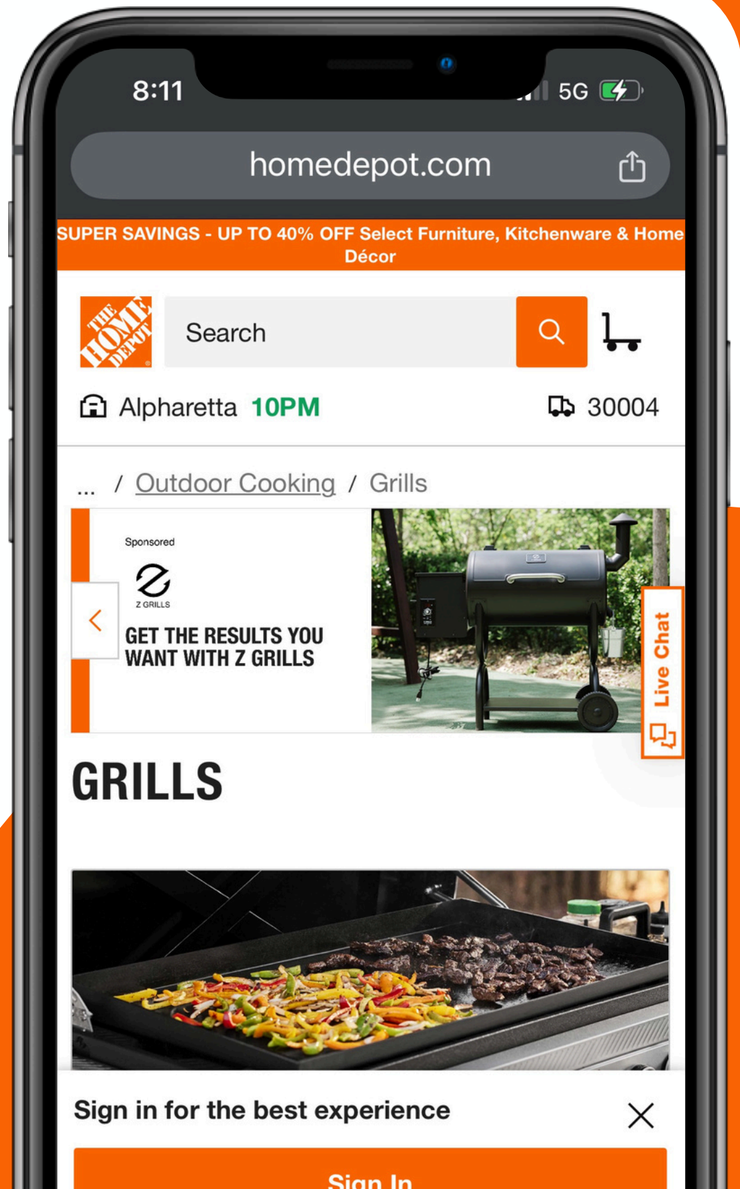


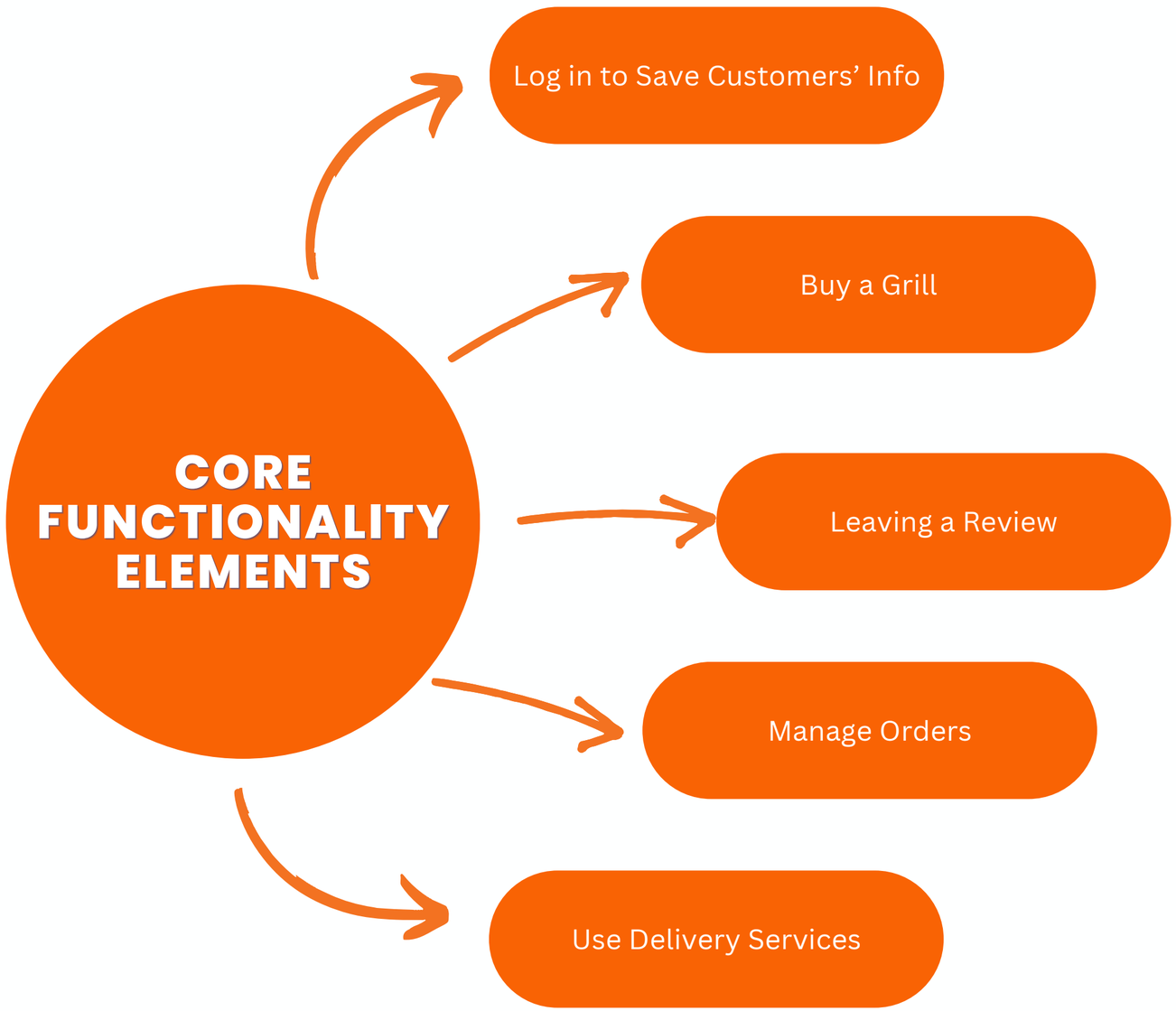
## SPORTS FANS

The best tailgates and watch parties have burgers or hot dogs. Both of which can be made on Home Depot’s wide range of grills. From portable to high tech grills, every sports fan will find what they need.

# MAIN LANDING PAGES

1. **Grill Page** - Allows customers to explore all grill options.
2. **Grill Guide** - Provides users with tips on how to grill.
3. **Gear Up To Grill** - Gives consumers pointers on how to pick out the right grill and accesories.




CORE FUNCTIONALITY ELEMENTS
Log in to Save Customers' Info
Buy a Grill
Leaving a Review
Manage Orders
Use Delivery Services

# CONVERSION EVENTS

## MACRO EVENTS FUNNEL

**Visits Homepage**
Drawing in users who are exploring what Home Depot has to offer consumers.

**Visits Grill page**
Once consumers see how easy it is to work the site, they will find what they need and it will lead to a purchase.

**Purchase Grill**
Bringing users to the checkout page, means that so far they have had an enjoyable experience.

**Signs up for Membership**
Once users are at the checkout page it will be easier to have them sign up for an account, allowing for future purchases and advertisments.

# MICRO GOALS

01 Customer uses offered protection plan.

02 A user adds grill to their wishlist.

03 Customer downloads The Home Depot app.

04 Users use our frequently bought together.

05 Customer uses a coupon they have received.



## GOOGLE SIGNALS

The addition of Google Signals will allow Home Depot to track customer behavior and preferences in grills. Ultimately, it will help gage customers' interests and how they navigate the Home Depot website and app. This information can be used further to personalize marketing campaigns and target the right audience. By adding Google Signals to Home Depot's dossier, Home Depot can drive sales, increase conversion rates, and improve customers' experience.



## GOOGLE SEARCH ADS

Google Search Ads will help Home Depot to successfully target and effectivly customize advertisements to specific consumers. With Google's vast array of data and algorithm options, Home Depot can ensure that the target market will be reached and they will be reached at the optimal time. This should increase overall engagement and lead more users to purchase grills and/or grill related products.



## GOOGLE SEARCH CONSOLE

Google Search Console is a valuable tool that allows Home Depot to enhance their website's presence in consumers' google search results. SEO is very important to drive sales. Consumers are more likely to just click on the first option they see, therefore, iif Home Depot is not one of the first listed in the search results, many people will not even look at Home Depot for grill options. Using Google Search Console will allow Home Depot to drive more traffic to their site.



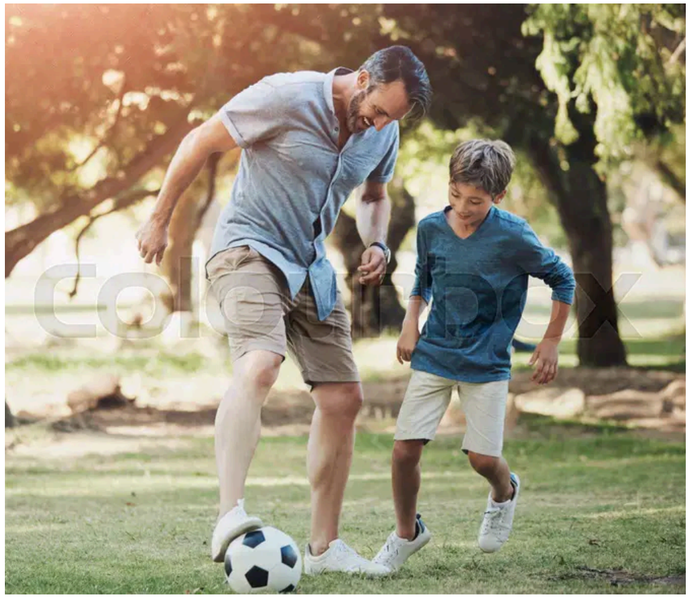
# GAME ON, GRILL ON!

The new “Game On, Grill on” campaign focuses on the excitement of game-day! Fans all around can gather together for tailgates or watch parties to cheer on their favorite teams. Consumers can choose from our vast range of options based on which type of grill they are looking for.

**Channels:**
Google Search Ads, CTV, and Meta

**Landing Page:**
Grills Page

# AUDIENCES



## DADS WHO LOVE SPORTS

This campaign attracts dads who are teaching their kids about various different sports. There is nothing more special than bonding memories with your kids. They can have these specials moments while grilling at home before the big game starts. This audience will be repeat and top customers.



## RECENT COLLEGE GRADUATES WHO ARE NOW YOUNG PROFESSIONALS

This marketing campaign attracts recent college graduates that ready to host the big watch party for all their friends at their house. They can show off their new grill and watch the big game altogether. This audience will be repeat customers.



## FANS WHO ARE SEASON TICKET HOLDERS

All of the fans going to the game must have the best tailgate meals. A portable grill is the perfect addition to their tailgating necessities. They will certainly have the best set up and avoid the high prices of concessions at the game. This will include remarketing tactics to appeal to this audience.

# MAIN EVENTS

## WEBSITE TRAFFIC

The overall traffic to the grill page should be an indicator of sales. Home Depot can also manage whether people are coming via organic, paid, or social sources. This will allow us to gage how well advertisments are resinating with consumers.

## NUMBER OF NEW MEMBERS

The number of new members will give Home Depot an inclination of how many users expect to return for furture purchases. It will also allow for currated advertisments that are specific for that consumer.

## CONVERSION RATES

A high conversion rates means high sales. Tracking this metric helps Home Depot measure the effectiveness of their site in turning visitors into customers. It also allows Home Depot to understand areas where it can improve.

## TIME SPENT ON PAGE

Because grills are an expensive item, it makes sense for users to spend a longer time on the page while weighing the pros and cons of each one. However, knowing how much time the average user spend will allowHome Depot to send advertisments to those who are spending longer than average on the page. This will in turn increase their conversion rates.

## CART ABANDONMENT RATE

Looking at the number of consumers who add grills to their cart or their wishlist but do not follow through with a purchase will give Home Depot insights into the checkout process and implement strategies to reduce abandonment and increase sales.

# CONCLUSION

## MEASURE

- Website Traffic
- Number of New Members
- Conversion Rates
- Time Spent on Grill Page
- Cart Abandonment Rate

## GOOGLE ANALYTICS

Enhance Home Depot's marketing capabilities by integrating Google Analytics right away. Seize this opportunity to elevate campaigns and **achieve remarkable results** in sales and customer experience.

## LAUNCH CAMPAIGN

Greenlight the **"Game On, Grill On!"** campaign immediately to attract consumers to Home Depot. This campaign is sure to captivate sports fans, driving engagement and boosting sales.

# GOOGLE ADS INVESTMENT STRATEGY



# HOME DEPOT'S COMPETITORS













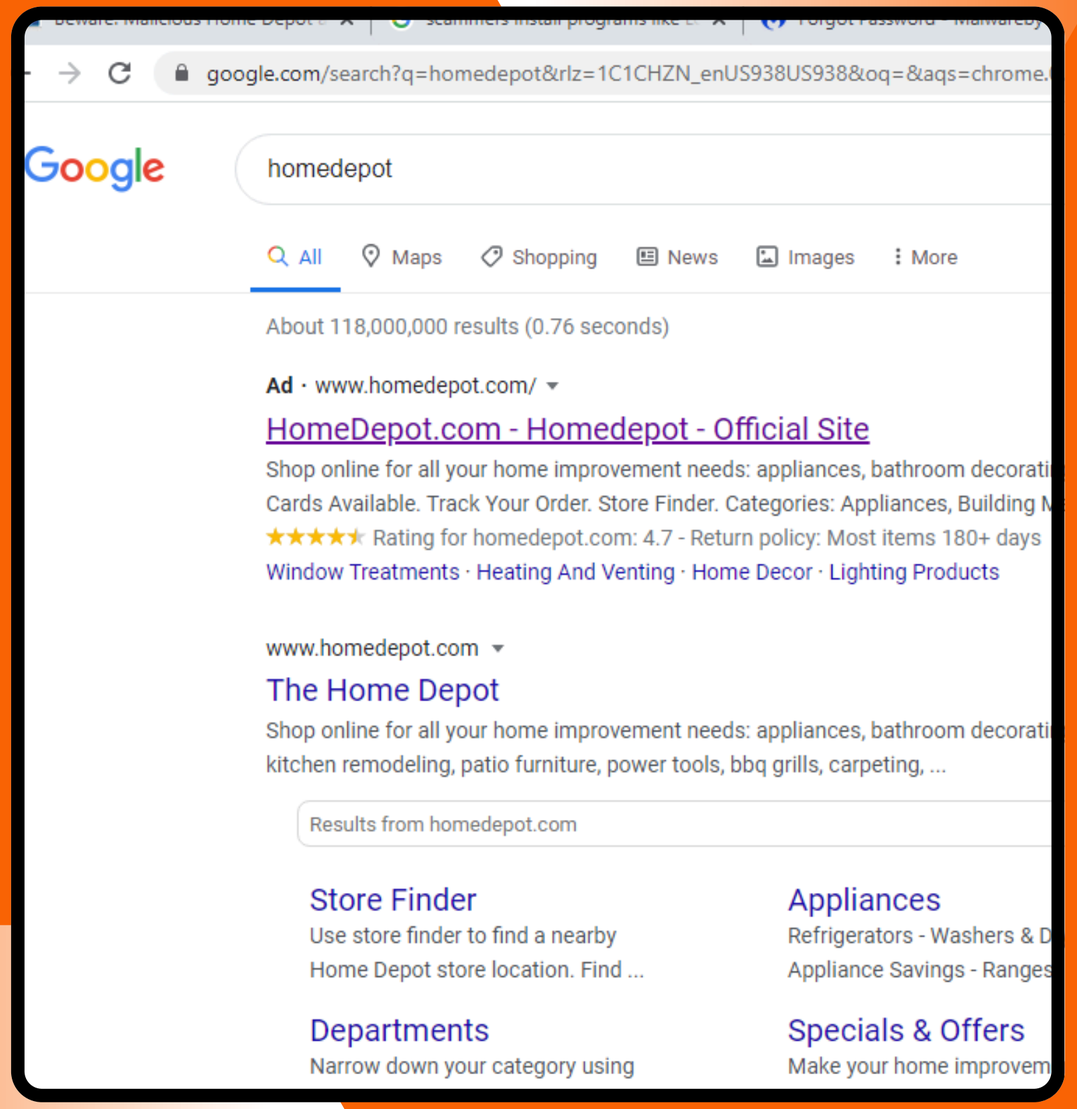





# WHY CHOOSE HOME DEPOT?

When it comes to choosing the perfect grill, Home Depot stands out by offering an extensive range of top-notch grills that cater to every grilling enthusiast's needs. Beyond the vast range of grills avaliable, the expertise and unmatched service from employees will allow for the buyer to feel comfortable and relaxed through the purchasing process.






# HOW CAN GOOGLE SEARCH ADS HELP?

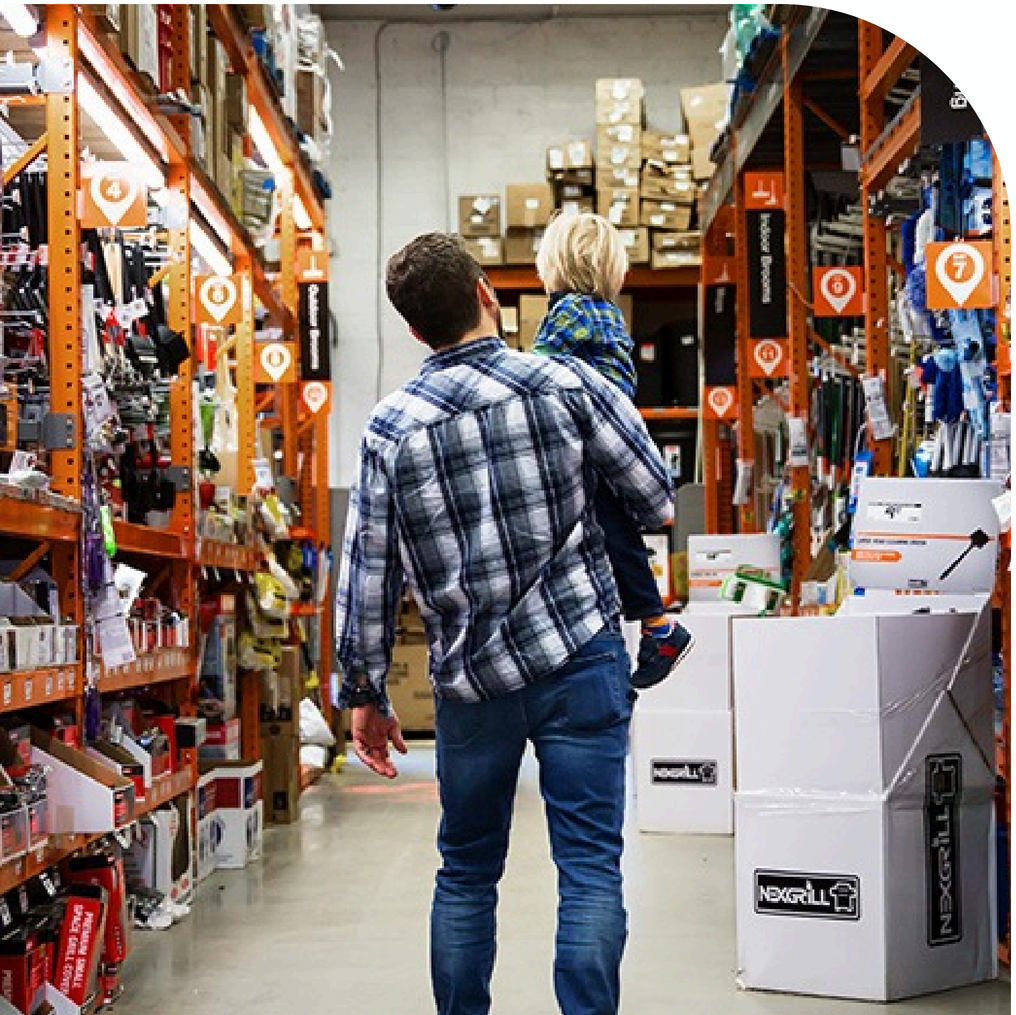
Google utilizes advanced AI technology to power its Search Ads; this is overall more effective and allows for targeted advertising. By analyzing extensive user data, Google's AI identifies user intent, preferences, and search behavior, delivering highly relevant ads that resonate with potential customers.

Furthermore it will boost sales, increase revenue, improve reach, and raise engagment.




The primary goal of this Google Search Ads campaign will be to increase sales of grills.

# “GAME ON, GRILL ON” AUDIENCES




## Dads Who Love Sports:

**Age**: 35-50 years old.
**Geography**: Suburban areas with a backyard.
**Psychographic State**: Interested in outdoor activities, loves family gatherings, and watches sports events.
**Digital Behavior:** Visits sports related social media pages and sports message boards. Also looks up grilling recipes and tips.

## Recent College Graduates:

**Age**: 22-30 years old.
**Geography**: Urban areas with limited yard space.
**Psychographic State**: Enjoys socializing and hosting. Also likes to try new cooking techniques.
**Digital Behavior:** Very connected to social media and watches their designated teams.

## Fans Who Are Season Ticket Holders:

**Age**: 30-50 years old.
**Geography**: Locals near specific professional/collegiate teams.
**Psychographic State**: Dedicated fans who love tailgating/socializing before the game.
**Digital Behavior:** Visits sports message boards and some social media pages. Looks up portable grills and tailgating recipes.

# CAMPAIGN DETAILS

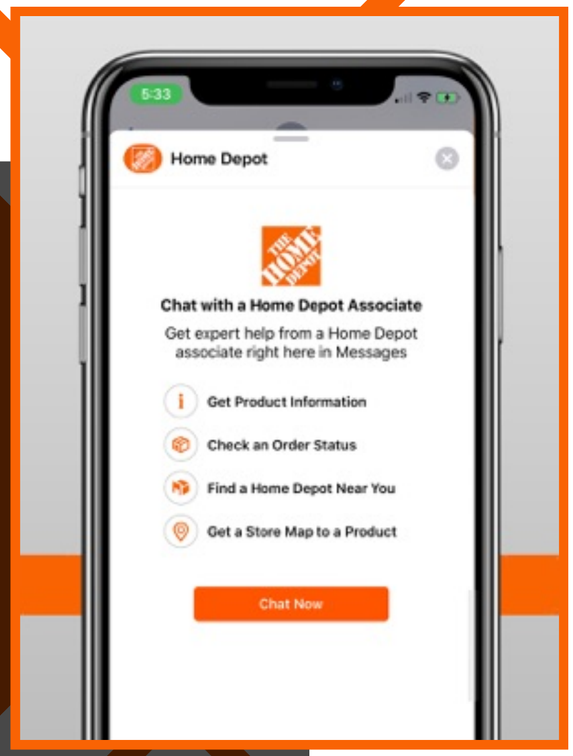
**Devices:**
The Campaign would mostly be targeted to desktop and mobile devices.

**Locations and Languages:**
The campaign would be pushed throughout large cities in the United States that have a many suburban areas. The campaign would be in English.

**Goal and Bid Strategy**
The goal is to increase sales revenue in the grills category. The Bid Strategy is to pay $39,000 in order to earn $580,000 in conversions.



# CAMPAIGN DETAILS




## Budget:

This campaign will have a budget of $39,000 dollars to carry out this campaign successfully.

## Start and End Date:

The "Game on, Grill on" campaign will kick off on April 1st and run through June 7th. By aligning the start of peak grilling season with baseball and soccer seasons, this campaign will effectively reach our target audiences.

## Ad Scheduling:

Ads will be run 24 hours everyday to capture the most out of our audience.

# AD GROUPING DIAGRAM



**Account**

The Home Depot

https://www.homedepot.com/b/Outdoors-Outdoor-Cooking-Grills/N-5yc1vZbxaz?catStyle=ShowProducts

**Campaign**

| Portable Grill | Garden | Home Repairs |
|---|---|---|
| Game On, Grill On! | More Bloom for Your Buck | Repair with Confidence |

**Ad Groups**

| | | |
|---|---|---|
| Portable Grill | Gas Grill | Charcoal Grill |

# KEYWORD STRATEGY

**Semantic Search** is a search technique that would drastically improve the search results for consumers and Home Depot. This software understands what a user means in order to contextually provide better results for the searcher. This would improve Home Depot's grill sales because the technology can direct more people to Home Depot's site based on more than just matching certain keywords in a search.

The use of **Broad Match** also would improve Home Depot's SEO game. Whenever a searcher searches something similar to one of Home Depot's keywords, Home Depot will still pop up under the Google Search and direct people to their website. The close variant list that is include misspellings, singular or plural forms, stemmings, abbreviations, and accents.  Thus having more people look at the grilling page should result in more conversions in grilling products.

The **Optimization Score** is used as an indicator to show how well a campaign is performing; in this case it will be used to measure the "Game On, Grill On" campaign. Its tips and techniques will allow optimal success for the campaign.



# KEYWORDS



## PORTABLE GRILLS

- portable tailgate grill
- best tailgating grill
- football tailgate grill
- stadium approved grills
- collapsible grill
- game day portable grill
- sports fan grill
- portable grills for sports events

Negative Keywords: built-in, custom, industrial, commercial



## GAS GRILLS

- best gas grill for parties
- large gas grill for entertaining
- game day bbq grill
- gas grill for big groups
- party size gas grill
- outdoor gas grill deals
- best gas grill for familly
- smart gas grill

Negative Keywords: commercial, restaurant, industrial, wholesale



## CHARCOAL GRILLS

- Best charcoal grills for tailgating
- Charcoal BBQ grill for sports fans
- Game day grilling setup
- Top-rated charcoal grills
- Affordable charcoal grills for tailgates

Negative Keywords: Rental grills, Oven grill, Used grills, Free grills

# SAMPLE ADS

## DADS WHO LOVE SPORTS

Search Query: “Backyard Grill”

**The Home Depot Grills**
https://www.homedepot.com/b/Outdoors-Outdoor-Cooking-Grills/N-5yc1vZbxaz?catStyle=ShowProducts
Looking for the next addition to your perfect backyard, gameday set up? Checkout our wide variety and find the right grill for you!

Search Query: “Home entertainment grill”

**The Home Depot Grills**
https://www.homedepot.com/b/Outdoors-Outdoor-Cooking-Grills/N-5yc1vZbxaz?catStyle=ShowProducts
Looking for a way to up your entertainment game? Checkout our wide variety and find the right grill for you!

## RECENT COLLEGE GRADUATES

Search Query: “Small space grill”

**The Home Depot Grills**
https://www.homedepot.com/b/Outdoors-Outdoor-Cooking-Grills/N-5yc1vZbxaz?catStyle=ShowProducts
Our compact grills deliver big flavor without the bulk, making them perfect for patios, balconies, and small outdoor areas.

Search Query: “Beginner grill”

**The Home Depot Grills**
https://www.homedepot.com/b/Outdoors-Outdoor-Cooking-Grills/N-5yc1vZbxaz?catStyle=ShowProducts
Master grilling with ease! Our beginner grills make it simple for anyone to become a BBQ pro.

## SEASON TICKET HOLDERS

Search Query: “Tailgate grill”

**The Home Depot Grills**
https://www.homedepot.com/b/Outdoors-Outdoor-Cooking-Grills/N-5yc1vZbxaz?catStyle=ShowProducts
Fuel up the fun on game day! Our tailgate grills are portable, easy to use, and perfect for creating game-winning flavors!

Search Query: “Game day grill”

**The Home Depot Grills**
https://www.homedepot.com/b/Outdoors-Outdoor-Cooking-Grills/N-5yc1vZbxaz?catStyle=ShowProducts
Score big with our gameday grills! Compact, powerful, and perfect for sizzling up your favorite meals right at the stadium.

# GOOGLE ADS TOOLS

## Responsive Search Ads

Responsive Search Ads will be used to increase ad relevance, reach a broader audience, improve performance of search ads, increase effienciency, and ad strength of seach ads.

## AI – Powered Creative

AI - powered creative will enhance the effectiveness of Google Ads in the campaign by using dynamic ads, content suggestions, allow for personalization, and ad variation.

## Uploading Assets for Google

One of the biggest reasons to upload assets for Google is to have the responsive search ads feature mentioned above. It also allows for custom audiences and to structure data to increase customer purchases.

# THE BUDGET

The total budget for the “Game On, Grill On” campaign will be set at **$39,000**. This budget for Google Ads will be divided evenly among each month that the campaign is run.

**01**



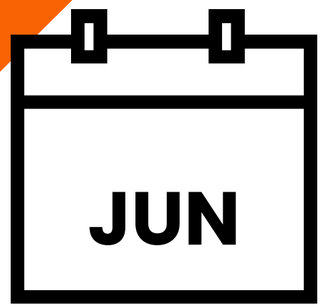

$13,000 will be spent on Google Ads in April.

**02**

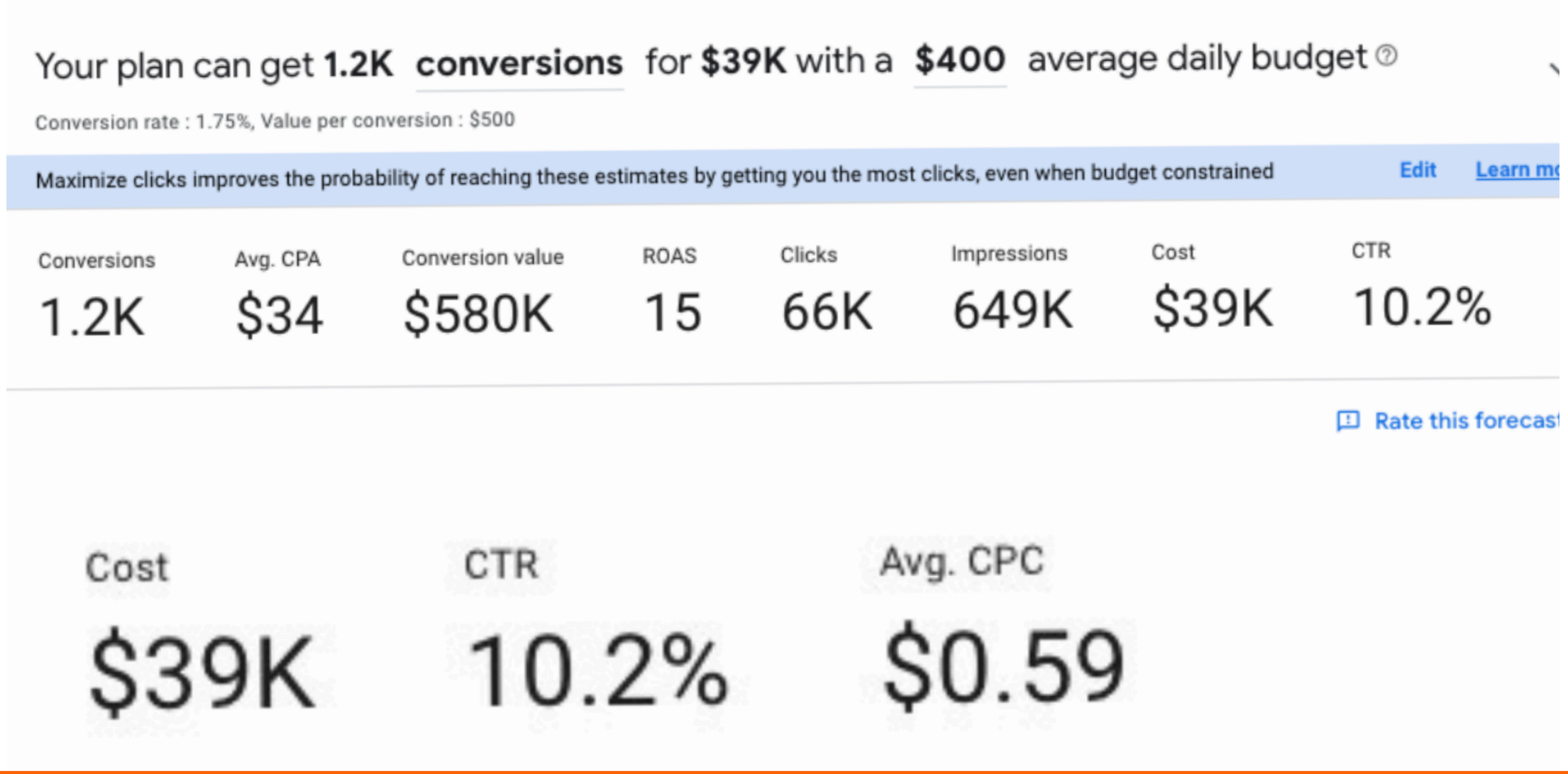



$13,000 will be spent on Google Ads in May.

**03**




$13,000 will be spent on Google Ads in June.




The primary Google Search Ads goal is to influence more users to purchase grills. A projected CTR of 10.2% at an average cost-per-click (CPC) of $0.59 should generate 649,000 impressions and 66,000 clicks to the site.




# PROPOSED SUCCESS METRICS AND ROAS

**1.8%** of people who visit the website will end up purchasing a grill.

The average revenue per conversion is **$483**.

The Google Search Ads ROAS of the “Game On, Grill On” campaign is **15**.



# CONCLUSION

Google Search Ads aligns with Home Depot’s marketing goals and it is recommended that they implement the “Game On, Grill On” campaign immediately.

# FACEBOOK INVESTMENT STRATEGY



# OBJECTIVE

The objective for the “Game On, Grill On” campaign is to boost Home Depot’s sales in grills products through tailored content and promotions during the summer season. This will give sports fans the utmost opportunity to increase their game watching or tailgating experience.






# BUYING TYPE

Because we are looking to drive sales, it is recommended that we take an auction style buying type.

This is the best style for conversion type objectives. In addition, it will allow for Home Depot to be the most cost efficient and flexibile in the ad matching process. This will ensure our target audience is reached and as a result, grill sales will increase.

# NARROWING THE AUDIENCE

The audience should include both lookalike and custom audience types to effectively target a tailored group, aiming to retain existing customers while attracting new ones who align with Home Depot’s current customer base.

The campaign is looking to advertise to 25-50 year old men. It should include fathers and recently graudated men. The audience should include those who are interested in sports (either has a sports subscription watch package or season tickets). It should exclude those who have recently bought a grill or men that do not watch sports.



# AD PLATFORMS

Leveraging **Facebook, Instagram, and Audience Network** will allow the broadest reach. As far as **brand safety controls**, content review will be used to ensure ads are being displayed appropriately and block lists will be used to ensure that ads are being displayed on proper channels that align with Home Depot's goals.

## FACEBOOK

Facebook will appeal to a lot of the older demographic and has many versatile ad formats to showcase the campaign. It will be used to target our fathers.

## INSTAGRAM

Instagram will target the younger demographic out of the designated audience, for example, recent graduates, who resonate with lifestyle-focused content.

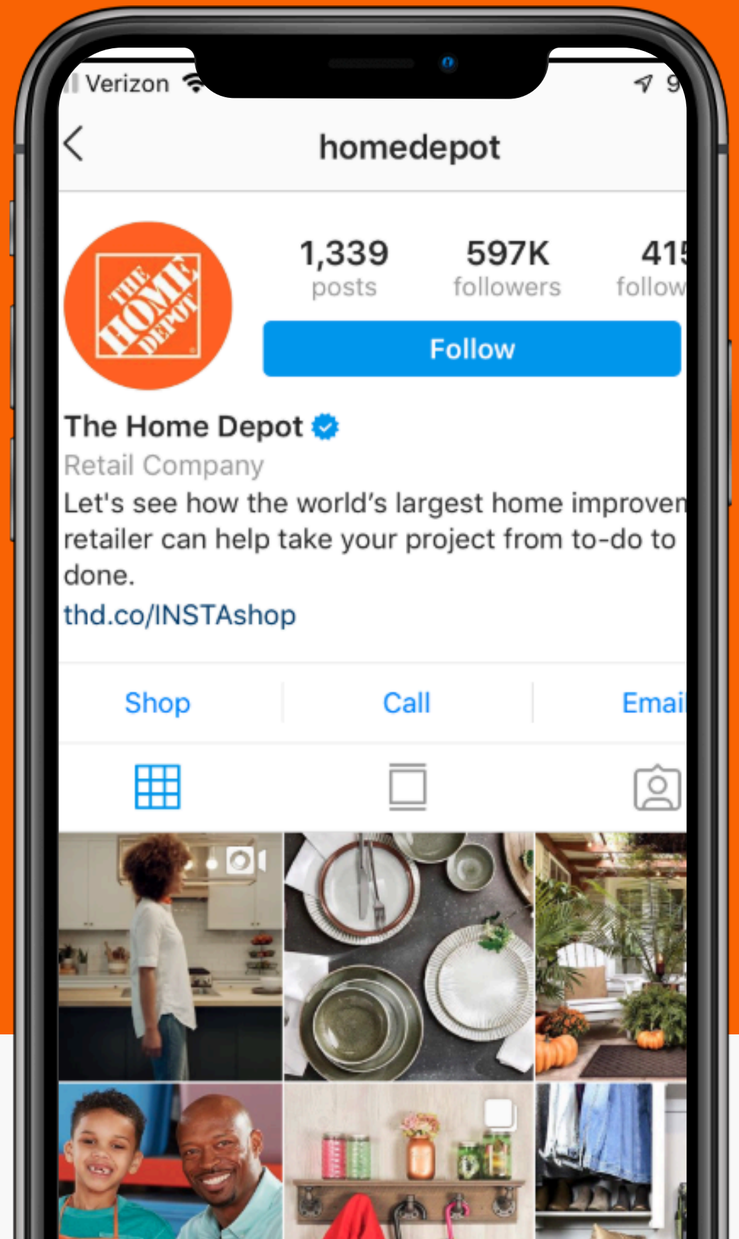
## AUDIENCE NETWORK

The campaign will also emplot audience networking to increase reach while extending beyond Facebook and Instagram platforms. This will reach our whole audience.

# AD FORMATS

The following ad formats will be used in the “Game On, Grill On campaign:

- Carousel Ads
- Video Ads
- Slideshow Ads
- Collection Ads
- Instant Experience Ads

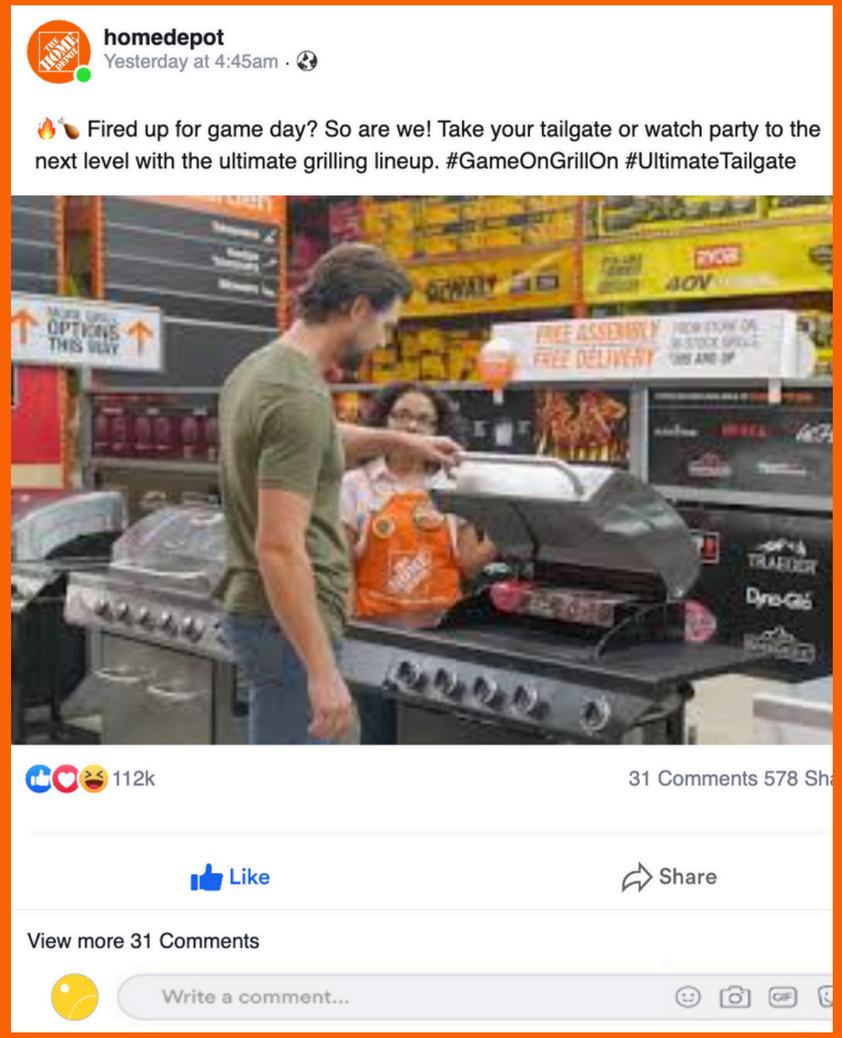


# SAMPLE POSTS

## INSTAGRAM




## FACEBOOK






# BID STRATEGY

In order to maximize the $45,000 budget, it is recommended that Home Depot choose the **highest volume bid strategy** option. This will maximize the budget and maximize the sales of grills.

This campagin will use a lifetime budget to optimize the pacing of the campaign. More ads will be pushed at the beginning and end of this campaign than in the middle of the grilling season.

# CAMPAIGN PARAMETERS

The “Game On, Grill On” campaign will display ads to viewers as much as two times daily. The campaign will employ lookalike and custom audiences to refine targeting and exclude less relevant groups. The campaign will use standard delivery scheduling to optimize conversions. In addition, it will use dayparting during specific gaming events on weekdays and weekends. All this will be done to optimize ROAS during the 3-month “Game On, Grill On” campaign period.



# BUDGET

The performance goals being measured are **Impressions, Sales, and ROAS**.

**Impressions:** $45,000 / $12.53 / 1000 = **3,592,233 Impressions**

**Vistors to Website:** 3,592,233 impressions x 2% Vistors= **71,845 Vistors**

**Conversion:** 71,845 vistors x 3% Conversion Rate = **2,155 Conversions**

**Expected Return:** 2,155 conversions x $400 per grill = **$862,000**

# LEARNING PHASE FOR AD DELIVERY

The learning phase for ad delivery is a time range at the beginning or prior to the campaign launch that helps figure out the best optimization tactics for the campaign, so it reaches efficiency. It is a test period that might not reach optimization at first, but it is an extremely important stage to reach optimization in the end. It allows alterations to the ad itself, timing, and/or targeting. With such alterations, the ad will thrive and ultimately lead the campaign to success.

# PERFORMANCE OPTIMIZATIONS

**A/B Testing** will be used to target which ad type consumers are responding most to. This will allow Home Depot to determine the ad that is more frequently clicked on. The **Attribution Tool** to cater the same ad to different media types, thus allowing the same ad to be publish on Instagram and Facebook.



# DATA SOURCES

The “Grill On, Game On” Campaign will use **Customer Data** to find the right individuals to target, **Proxy Metrics** to find the click through rate, **Facebook Measurement Tools** to find the ads reporting and conversion lift impacts.






The “Game On, Grill On” campaign will use Meta Investment Strategies to optimize the campaign results and effectively reach our target audience with our $45,000 budget. This should be implemented immediately to see the gain the most out of Meta’s strategy.

# PROGRAMMATIC AND CTV STRATEGY



# BENEFITS OF CTV ADVERTISING

The benefits of CTV are it allows for highly targeted advertising, it has impoved measurement and analytics, it allows for increased reach, it reduces ad fraud, it is cost-effective, and it allows for access extensive and premum inventory.



# CTV MESSAGE STRATEGY

## OBJECTIVES

The CTV message strategy objectives is to drive the awareness of our campaign through impressions.

## CHANNEL STRATEGY

Advertisements will be shown on CTV channels will be used to drive the awareness of the “Game On, Grill On” campaign, in addition to connected TV devices.

## OPTIMIZATION METRICS

Impressions and reach will be used to measure the optimatization metrics.




# AD SPEC RECOMMENDATIONS

## Length

The length of each ad should be around 30 seconds to optimizate user's attention span.

## Aspect Ratio

Each ad will be produced in a 16:9 widescreen aspect ratio.

## HD

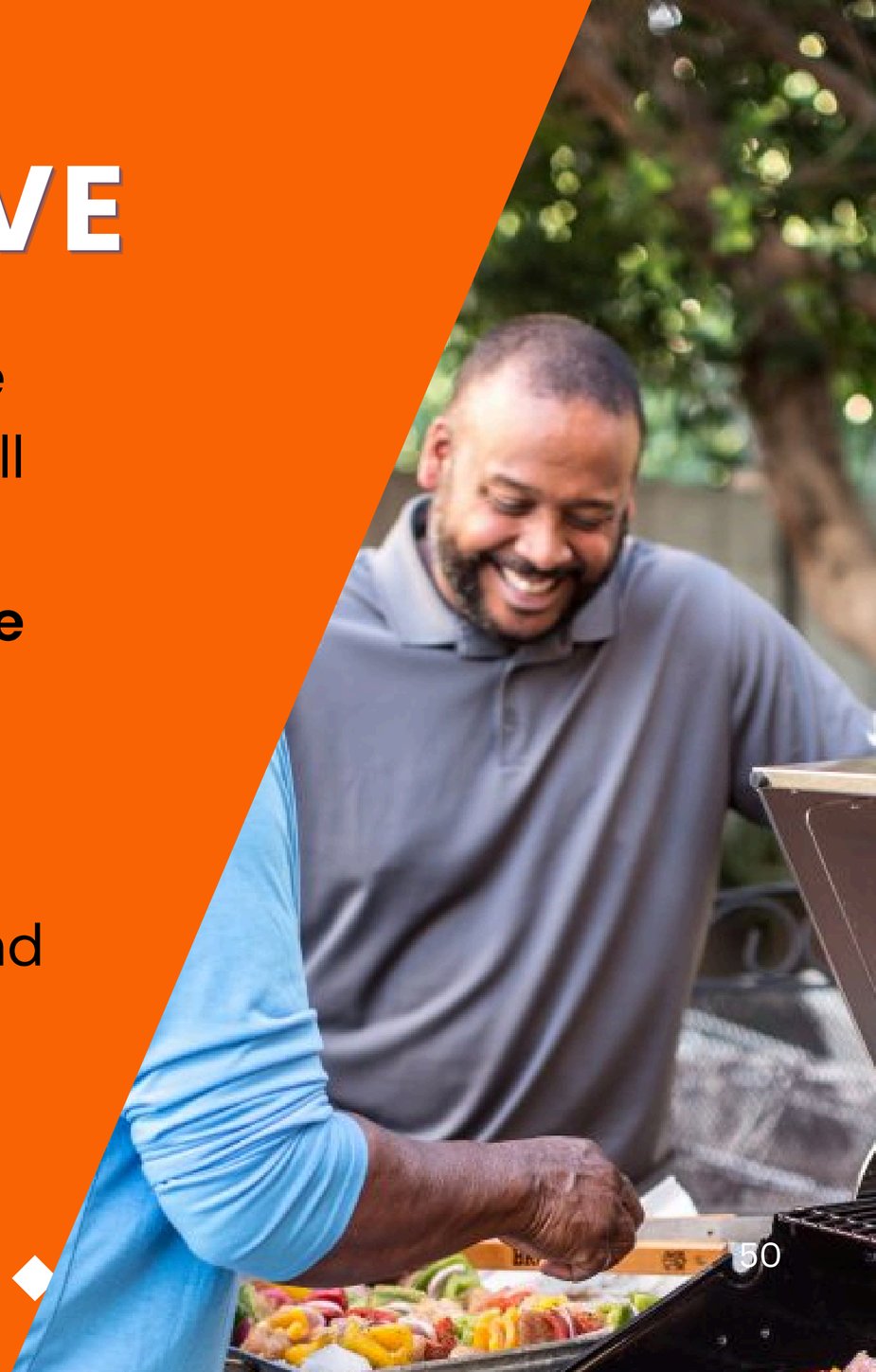
Each advertisement will be shown in HD.

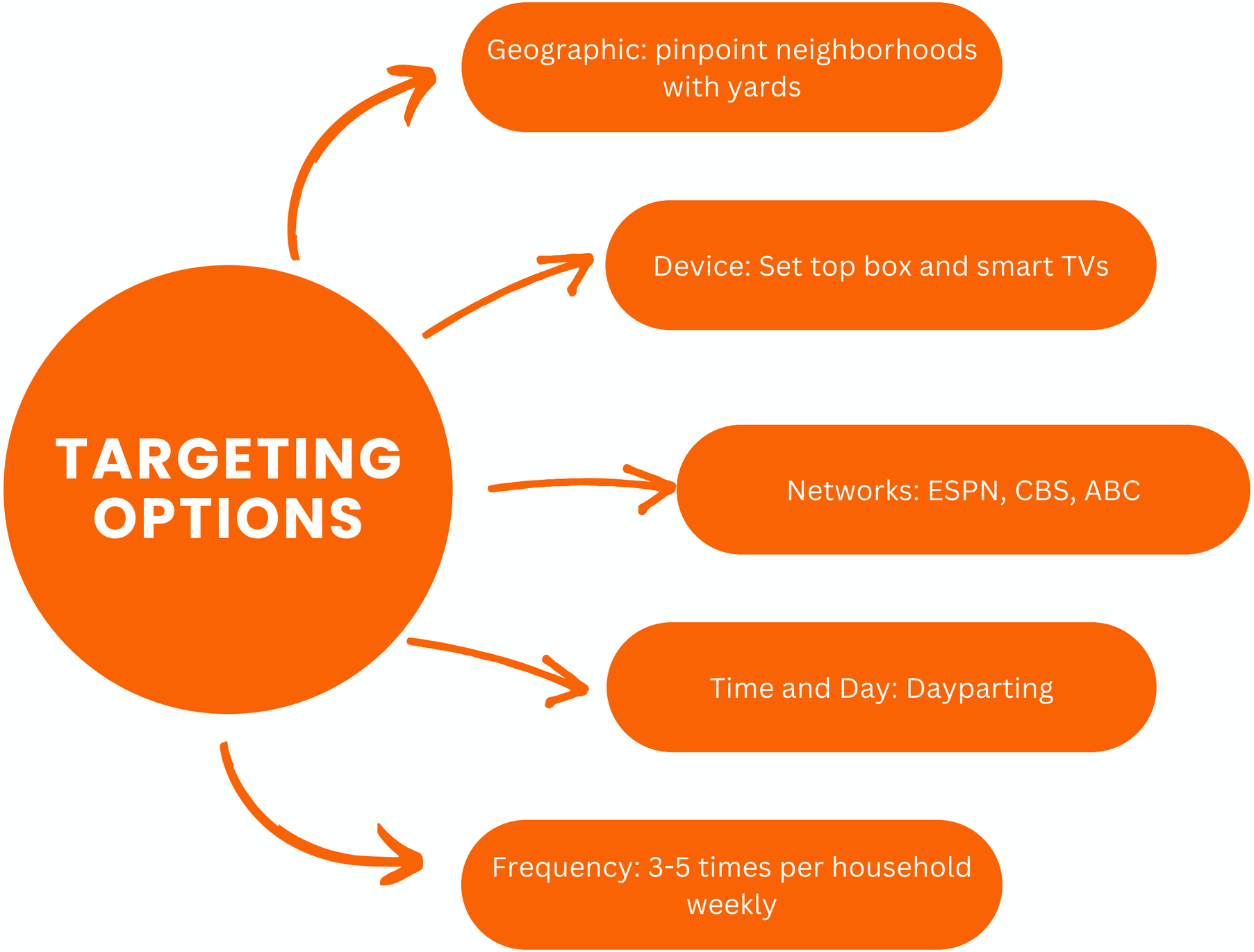
## Number of Ads

There will be five different advertisements to avoid user ad fatigue, while still having a recognizable and consistent message.

# CREATIVE OBJECTIVE

Our creative objective will be to persuade the target audience into buying Home Depot's grill products. This will be done through advertisements that imply a **feel-good nature that still has high-energy for the game day environment**. Said advertisments will all have in common our jingle: **"Sizzle, score — Home Depot's got more!".** Our call to action will send users to shop Home Depot's grills in-store or online.




TARGETING OPTIONS
Geographic: pinpoint neighborhoods with yards
Device: Set top box and smart TVs
Networks: ESPN, CBS, ABC
Time and Day: Dayparting
Frequency: 3-5 times per household weekly

# STORYBOARD

## SHOT # 1



### ACTION

Dad outside playing with his kids.

### DIALOGUE

Narrator talks about how spending time with family is so important.

### SHOT

Wide Angle Medium Shot

## SHOT # 2



### ACTION

Dad teaching his son how to grill.

### DIALOGUE

Narrator speaks about how teaching your kids new things is so rewarding.

### SHOT

Close Up of the two of them

## SHOT # 3



### ACTION

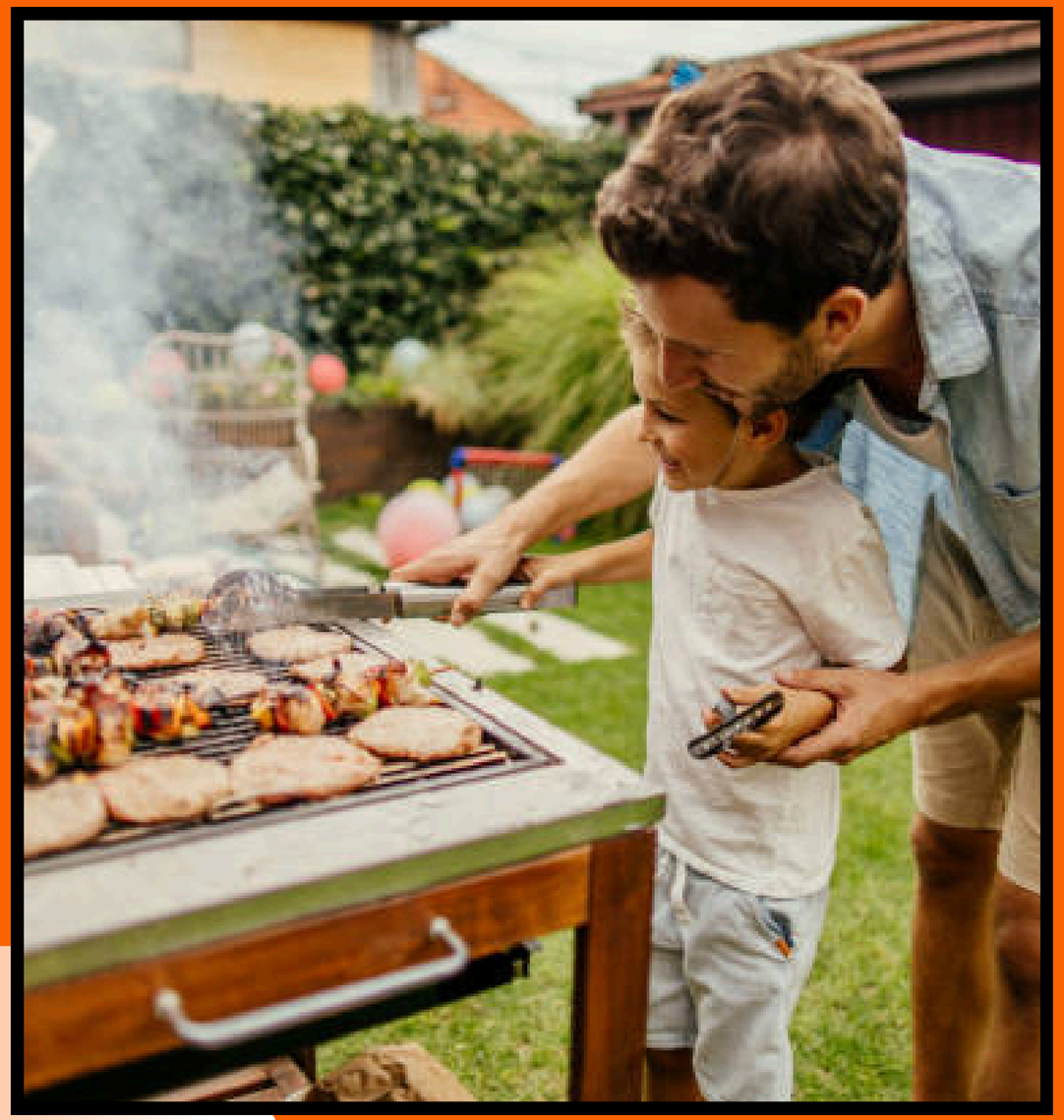
Dad watching the game with his kids, enjoying their grilled hot dogs.

### DIALOGUE

The narrator shows how Home Depot makes it all happen through “Game On, Grill On” campaign.

### SHOT

Far Away watching in



# A/B TESTING

A/B Testing will be done to test the different advertisments and which ones do better than others. The “better” advertisments will be pushed out more frequently.

# THE BUDGET

**Production Budget: $50,000**
**Media Budget: $250,000**

A higher CPM is recommended because they offer guaranteed placement and better targeting or added value. 70% of CTV ads are bought through standard insertion orders, and through this On average, 23% of CTV viewers make a purchase after seeing an ad. With this method there will be more control and more views, leading to more grills sold, and therefore accomplishing our goal.
Impressions: $250,000 / $65 CPM x 1000 = **3,846,153** impressions
Reach: 3,846,153 impressions / 4 exposures = **961,538** households

**Total Budget = $50,000 + $250,000 for a reach of 961,538 and 3,846,153 impressions**



We recommend implementing the CTV component fo the “Game On, Grill On” campaign immediately. CTV provides high-impact in consumer sales and aligns perfectly with the high-energy message of this campaign.

# CONCLUSION

The “Game On, Grill On” campaign is an integrated marketing strategy designed to drive conversions for The Home Depot’s grill category — timed perfectly around high-impact moments like game days, warm weather weekends, and grilling holidays.

Through the measurement and investment in Google Search, Meta, and CTV, Home Depot will drive sales in the grilling department.

- Search will earn us $580,000 in expected returns.
- Meta will give us an expected return of $862,000.
- CTV an expected reach is approximately 961,538 unique households with 3,846,153 impressions.

With the immediate implementation of the “Game On, Grill On” campaign, this initiative can thrive and drive measurable growth in brand awareness, customer engagement, and grill sales.