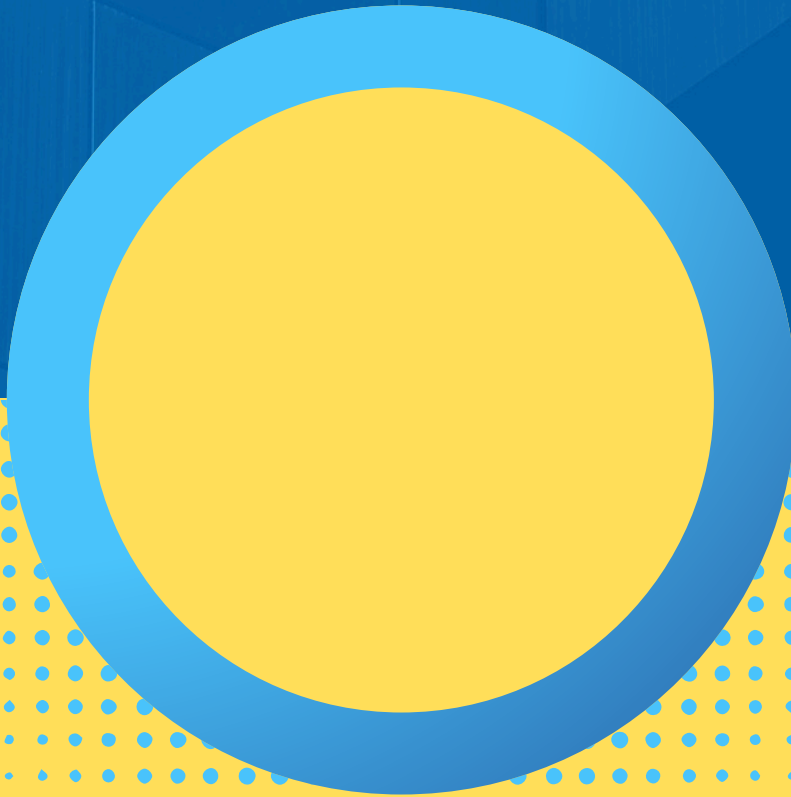


Integrated Marketing Campaign - Product

# C A M P A I G N PROPOSAL



## RING IN THE HOLIDAYS

PREPARED BY

D A L L A S   L E W I S

Spain Park High School  
4500 Jaguar Dr. Hoover AL 35242

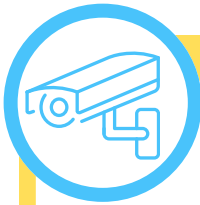


IMCP  
4/26/25

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# I. EXECUTIVE SUMMARY



## DESCRIPTION OF PRODUCT

This holiday season, over 2 billion packages are on the move, and 88% of Americans fear they'll be stolen. Ring eliminates that fear. With smart doorbells, cameras, and alarm systems, Ring protects it all. The "Ring in the Holidays" campaign converts anxiety into action, driving sales and awareness while fueling long-term growth and reinforcing Ring's edge in a competitive market, not just for the holidays but for every day after.

## CAMPAIGN OBJECTIVES

1

Increase Ring's volume market share by 2% and enhance brand authority

2

Achieve a 20% increase in Ring's sales volume over 2024 December/January benchmark

3

Raise Ring's product awareness beyond doorbells by 30%



## TARGET MARKET

### PRIMARY

- First time homeowners
- Sub/urban property residents
- First-time security buyers
- Drove by safety and affordability
- Values remote monitoring

### SECONDARY

- Homeowners with valuable items
- Suburban property residents
- Seeks to protect loved ones
- Seeks smart home compatibility
- Interested in advanced security

### TERTIARY

- Business-owners
- B&M or home-based
- Cost-conscious owners
- Values asset protection
- Prefers integrated security

## CAMPAIGN ACTIVITIES AND SCHEDULE



### RingLights — 11/29 - 1/12

Festive, SEO-driven microsite boosting engagement and holiday traffic



### Social Media — 11/29 - 1/12

Targeted TikTok, LinkedIn, and YouTube activations driving holiday conversions



### Promotion and Outreach — 11/29 - 12/30

Festive POP displays, catalogs, and Ring Gift Fest promotion drive holiday sales



### 12 Days of Ringmas — 12/13 - 12/25

Interactive emails delivering daily exclusive offers to drive sales and product awareness



### Ring Rewind — 12/26 - 1/12

Year-in-review experience boosting loyalty and sparking social engagement



### Ring Resolutions — 12/30 - 1/12

Social media challenge encouraging users to share home security goals ahead of New Year



## BUDGET

RingLights	\$212,500	<b>Gross Profit</b>
Social Media	\$906,900	<b>\$7,814,554</b>
Direct Media	\$419,200	<b>Expenses</b>
Ring Resolutions	\$25,000	<b>\$1,829,412</b>
Agency Fee (12%)	\$187,632	<b>ROI</b>
Contingency Fund (5%)	\$78,180	<b>327.16%</b>



## KEY METRICS

### OBJECTIVE 1

- Market Share
- Brand Usage Rate
- Net Brand Sentiment
- Brand Equity
- Net Promoter Score

### OBJECTIVE 2

- Bundles sold
- Net Promoter Score
- ROI
- Avg. Order Value
- Cart Abandonment Rate

### OBJECTIVE 3

- Product Awareness Rate
- Search Volume
- Pages-per-Visit
- Bounce Rate

## II. DESCRIPTION OF PRODUCT

Ring is a home security business that delivers a full suite of easy-to-use home security products and bundles. From its founding in 2013 by Jamie Siminoff and its fateful appearance on Shark Tank, Ring has revolutionized the market with its video doorbell. Amazon bought Ring for over \$1 billion in 2018, attesting to the company's dominance. Since then, Ring has continued to grow and innovate as a business, reimagining and redefining the scope of the home security market.

Ring's current product lineup includes a variety of home security offerings spanning from the classic Ring Doorbell to smoke and carbon monoxide alarms. Users can either take a quiz on the website and get a personalized product bundle or purchase individual products. Ring Home, a subscription service included with most devices, provides video storage and live view. The "Ring in the Holidays" campaign will focus on marketing Ring's core products like the Video Doorbell, Spotlight Cam, Stick Up Cam, Pan-Tilt Indoor Cam, and Alarm Security Kit, positioning them as the fundamental items for modern holiday safety and protection, reinforcing Ring's commitment to peace of mind and safety for everyone, everything, everywhere.



The **Ring Doorbell (\$59.99)** provides live video, two-way talk, and motion alerts for front-door security.



The **Ring Spotlight Cam (\$109.99)** combines motion-activated spotlights and video recording for outdoor protection.



The **Ring Stick Up Cam (\$54.99)** is a wireless camera for flexible indoor/outdoor surveillance.



The **Ring Pan-Tilt Indoor Cam (\$129.99)** provides 360° video coverage with motion alerts and live view.



The **Ring Alarm Security Kit (\$149.99)** provides custom security, siren, and emergency features.

The home security landscape has seen increased competition, with companies such as SkyBell, SimpliSafe, Vivint, and ADT expanding their presence. Video doorbells are one of the fastest-growing smart home device segments through 2027, and as many as 13 million U.S. households are considering security systems in 2025, with heightened demand around the holiday season. Ring offers unmatched tech and Prime-integrated delivery, advantages competitors can't match. Although Ring has been a pioneer, this influx of new entrants threatens its market share. Our "Ring in the Holidays" campaign counters these pressures by emphasizing Ring's user-first design against competitors and positioning Ring as the go-to security solution for year-round peace of mind.

### Political Concerns

- Data privacy laws and concerns (e.g., GDPR, CCPA)
- Recent \$5.6 million Ring class action
- Federal Trade Commission complaints toward Ring

### Economic Insights

- Different smart home companies dominating the market
- Consumer spending rising during the holiday season
- Recent rise in consumer purchasing power

### PEST

### Social Environment

- Increasing interest in smart home technology
- Rising public concern about safety and security
- High consumer interest in security systems in high-crime areas

### Technological Advances

- Rise of AI and machine learning impacting smart home technology
- High demand for easy-integration smart tech
- Rapidly growing Internet of Things market

### III. CAMPAIGN OBJECTIVES

1

Increase Ring's volume market share by 2% and enhance brand authority

2

Achieve a 20% increase in Ring's holiday sales volume over 2024 December/January benchmark

3

Raise the overall awareness of Ring's product options beyond doorbells by 30%

Ring currently holds approximately 28% of the volume market share, just behind ADT, the market leader at 29%. A 2% volume share gain is achievable and would make Ring the clear leader in the year's most competitive season. The 20% boost in sales volume leverages increased shopping momentum and seasonal trends, while also surpassing Q4 growth benchmarks, to increase Ring's total units sold. Moreover, the 30% awareness goal targets narrowing a critical perception gap: many consumers associate Ring with just doorbells. These three objectives were selected to drive both short-term revenue (holiday sales) and long-term brand equity (ecosystem awareness, market share gains), aligning with Ring's broader strategy of market expansion and platform integration.

### IV. TARGET MARKET

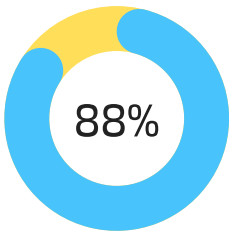
	Primary	Secondary	Tertiary
Demo-graphics	<ul style="list-style-type: none"><li>First-time homeowners</li><li>No children</li><li>Ages 25 - 35</li><li>Middle class</li></ul>	<ul style="list-style-type: none"><li>Married homeowners<ul style="list-style-type: none"><li>With children</li></ul></li><li>Ages 35-45</li><li>Upper-middle class</li></ul>	<ul style="list-style-type: none"><li>Small business owners<ul style="list-style-type: none"><li>Brick and mortar</li><li>Home-based</li></ul></li><li>Middle and upper-middle class</li></ul>
Geo-graphics	<ul style="list-style-type: none"><li>Urban/suburban dwellers</li><li>High-property crime areas</li><li>Renters transitioning to homeowners</li></ul>	<ul style="list-style-type: none"><li>Suburban/urban dwellers<ul style="list-style-type: none"><li>Mid to high-income areas</li></ul></li><li>Low to moderate crime areas</li></ul>	<ul style="list-style-type: none"><li>Urban/Suburban commercial areas<ul style="list-style-type: none"><li>Mixed residential and commercial zoning</li></ul></li><li>High-property crime areas</li></ul>
Psycho-graphics	<ul style="list-style-type: none"><li>Tech-savvy<ul style="list-style-type: none"><li>Active on social media</li></ul></li><li>Prioritizes convenience</li><li>Motivated by affordability</li><li>Feels vulnerable in new neighborhood</li></ul>	<ul style="list-style-type: none"><li>Seeks safety for children</li><li>Values reliable security solutions</li><li>Family-focused</li><li>Values enhanced safety features</li></ul>	<ul style="list-style-type: none"><li>Focuses on asset protection and legal liability</li><li>Prioritizes brand image and customer safety</li><li>Values cost-effective solutions</li></ul>

### LOCALIZATION STRATEGY

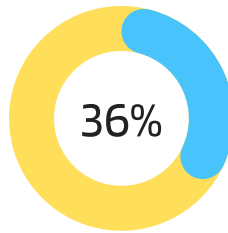
To strengthen targeting and increase message relevance, this campaign uses a localized strategy within the United States. This means messaging will shift based on regional behavior. We'll spotlight package theft in urban, high-crime areas, highlight travel safety in warmer regions with higher vacation rates, and focus on family-centered security in suburban neighborhoods. All creative is geotargeted accordingly to align with consumer needs and drive conversions across varied audiences to drive achievement toward our campaign objectives.

## CONSUMER BEHAVIOR INSIGHTS

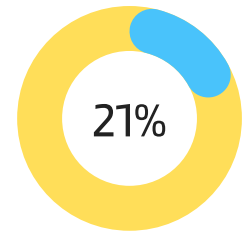
During the holidays, studies show that people purchase home security systems because they want peace of mind, especially with the increase in online package deliveries and the risks of theft and break-ins. Consumers look toward proactive solutions to protect their fears. To do this, consumers tend to look at products like surveillance systems, video doorbells, and alarm kits to protect what matters most. Our campaign capitalizes on these motivations and behaviors, showing how Ring's products solve these holiday problems. By understanding why our target markets choose home security, we can tailor our campaign activities, messaging, and design to truly connect with them.



of adults concerned over package theft ahead of holidays



of Americans had a package stolen from outside their home



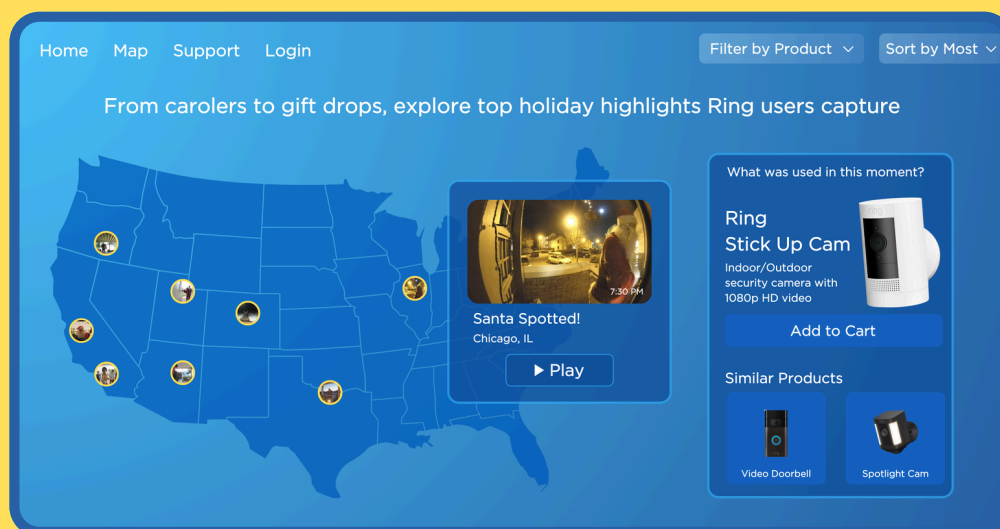
of Americans do all of their holiday shopping online

## V. CAMPAIGN ACTIVITIES AND SCHEDULE

Developing consistent branding and a strong theme is vital for a campaign's success. This campaign aims to position Ring as the ultimate holiday safeguard, bridging narratives of festivity with Ring's core mission of home security. The theme 'Ring in the Holidays' connects all activities, emphasizing safety, joy, and holiday traditions. We're maintaining a straightforward typography with a blue and gold color scheme in all campaign channels that connects Ring's established brand identity to the holidays. Through this campaign theme, Ring becomes more than just a security product; it becomes a priceless tool for homeowners, families, and businesses to protect what matters the most, whether it's holiday gifts, traditions, or simply just the peace of mind of knowing they're safe.

### RINGLIGHTS

11/29 - 1/12



Sample of RingLights website

Launching the campaign, festive highlights meet Ring with the RingLights microsite activity. RingLights transforms Ring.com into an interactive map of top holiday moments real Ring users capture. From carolers to gift drops, users can explore anonymized, opt-in clips (in compliance with CCPA and GDPR laws) from all across the country. It's festive, communal, and highly sharable, designed to instantly spark

mass curiosity and joy. Only Ring has this library of real holiday moments. Promoted through search engine marketing (SEM) and in-app banners, RingLights pulls in holiday traffic while reinforcing Ring's always-on brand promise and differentiator. Optimized with schema markup and topic clustering, the experience boosts awareness and engagement. Localized product suggestions will personalize the path to purchase, converting exploration into action and supporting Ring's holiday sales and product awareness objectives.



# SEARCH-DRIVEN CONTENT FUNNEL

**Search Query:**  
"affordable security system"  
**Audience:**  
First-time homeowner  
**Content:**  
RingLights quiz start  
**Objective:**  
Grow market share

**Search Query:**  
"stop kids opening gifts early"  
**Audience:**  
Parent seeking home control  
**Content:**  
Product recommendations  
**Objective:**  
Increase holiday sales

**Search Query:**  
"business security cam"  
**Audience:**  
Business owner  
**Content:**  
Clip of Stick Up cam in use  
**Objective:**  
Raise product awareness

## SOCIAL MEDIA

11/29 - 1/12

With Ring's 230.5k TikTok followers and TikTok Shop's capabilities, we'll display Ring products as holiday must-haves through POV-style content that consistently goes viral due to its realistic and comical nature. Original short-form videos from the perspective of Ring devices that capture authentic holiday moments, like gift stealing, caroler chaos, or a teen sneakily checking their presents, match how people really use Ring to monitor the holiday season. This content reinforces Ring's everyday relevance, while Paid Spark Ads and TikTok Shop drive traffic and conversion. If TikTok is geo-banned in the U.S., we'll pivot to Reels with identical creative and adjust targeting. All product links would shift to Instagram Checkout.



Example TikTok advertisement

**80%**  
of users took an action after  
seeing holiday content on TikTok

**165% increase**  
in TikTok shoppers YoY  
during the holidays

Our YouTube campaign will reimagine famous holiday films that our target audience loves. In these spoofs, Ring plays the hero, whether by catching the Grinch in the act before he can steal Christmas from Whoville or protecting Kevin from burglars in "Home Alone". With 80% of consumers seeking brands that evoke nostalgia, these ads drive emotional connection while authentically showing product utility. These ads grab and hold attention through humor to engage consumers and build top-of-funnel attention. Each parody ends with an embedded call-to-actions (CTAs) linking to holiday bundles, driving low-friction product discovery and high-intent traffic to Ring's storefront. All parodies will comply with fair usage laws.



Sample of YouTube holiday spoof thumbnail



LinkedIn webinar promotional invite

LinkedIn will be our B2B advertiser to promote Holiday Security Webinars. These webinars will feature expert speakers discussing holiday-related concerns like rising crime and employee theft. Resources like risk assessments and step-by-step guides will be offered to attendees for sustained engagement and retargeting. Meanwhile, cost-per-click (CPC) ads and InMail campaigns will focus on holiday-specific risk mitigation, such as protecting assets during extended closures. Messaging is personalized based on business size or industry. This campaign pushes the idea that it's the best time to invest in Ring for commercial security needs.

## RING GIFT FEST

11/29 - 12/6

From November 29 to December 6, we'll host Ring Gift Fest, a week-long promotional window offering limited-time discounts. This aligns with peak shopping behavior around Black Friday and Cyber Monday. The promotion will use urgency-driven messaging, delivery guarantees, and bundle positioning to convert high-intent browsers and combat cart abandonment. Offerings like "The Starter Set," "Family Safety Kit," and "Business Bundle" will introduce many market segments to Ring's broader ecosystem, as an estimated 152 million Americans shop for Black Friday week sales. This campaign will be deployed across Ring and Amazon's channels to drive sales volume and increase exposure to lesser-known products during the highest-traffic retail period.



Example of sales promotion graphic

## 12 DAYS OF RINGMAS

12/13 - 12/25



Sample of interactive countdown email

To sustain engagement throughout December, we will launch a digital advent calendar email campaign running from December 13 to December 25. Each day subscribers and leads from other channels will receive a personalized, interactive email revealing a new "door" tied to an exclusive offer. Each offer will feature different Ring products with short videos demonstrating how each product addresses holiday security concerns. To maximize effectiveness, all emails will undergo A/B testing and spam filtering to ensure high deliverability, resulting in increased sales and customer retention.

**60%**  
of recipients more likely to engage  
with an interactive email

**73% increase**  
in click-to-open rates  
from interactive emails

## RING HOLIDAY HEIST

12/1 - 12/30

To boost awareness and drive in-store sales, our creative team will produce interactive "Ring Holiday Heist" POP displays and product catalogs for Ring's top retailers like Best Buy, Target, and Home Depot. Each display will feature a mock porch with a protected package and Ring camera, daring customers to "steal" it without triggering the system. Most will fail, and that's the point. QR codes on each display link to exclusive holiday bundles, converting curiosity into purchase. These displays demonstrate Ring's value memorably, making the threat of porch theft tangible. Retailers and sales teams will receive assembly kits and training videos to ensure consistent, shoppable setups. Product placement in holiday gift guides will extend this presence. By equipping retailers with holiday promotional tools, we'll enhance Ring's in-store presence, which accounts for nearly 50% of Ring's revenue.



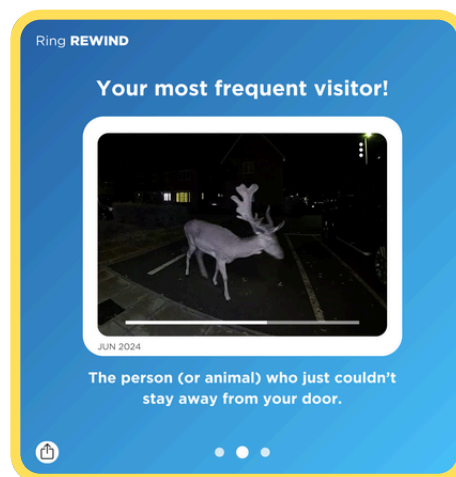
3D prototype of retail POP Display



## RING REWIND

12/26 - 1/12

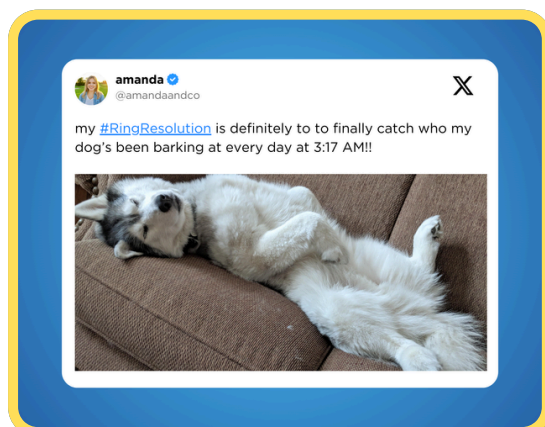
To wrap up the Christmas festivity and carry momentum into the New Year, Ring will launch 'Ring Rewind,' a personalized year-in-review feature that highlights each user's experience. Rolling out in late December, it will display fun, animated stats like "Your Ring caught 1,236 alerts this year!" or "Ring had your back for 6,782 hours!" directly in the Ring app. Users can interact with and share their stats online. Ring's community already shares thousands of joyful and funny moments every year, which makes user-generated content (UGC) a natural, trusted extension. By helping customers reflect on their year, Ring Rewind reinforces post-purchase value, builds emotional stickiness, and re-engages users when subscription renewals and add-on purchases are most likely. It turns memories into social proof, fuels FOMO, and helps Ring grow market share through loyalty-driven momentum.



Ring Rewind pop-up sample

## RING RESOLUTIONS

12/30 - 1/12



Ring Resolutions sample X submission

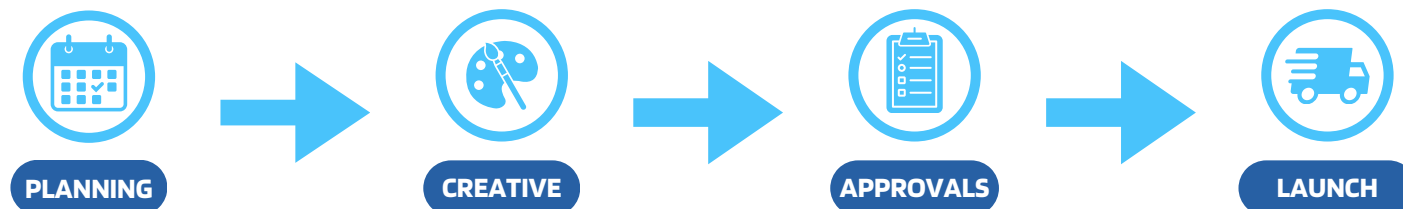
To close the campaign, Ring will launch a social challenge inviting users to share their New Year goals and how they'll protect what matters with Ring. Branded hashtags like #RingIn2024 encourage high-reach UGC across social platforms. Top submissions win a full Ring system, extending brand relevance into January while reinforcing Ring's broader product awareness and long-term positioning as the leading security brand.

**48%**  
of consumers claim UGC helps  
them discover new products

**35% increase**  
in brand equity  
associated with UGC

## CAMPAIGN SCHEDULE

This 45-day campaign runs from 11/29 to 1/12, using a phased funnel built around holiday behavior. It launches with Ring Gift Fest and an SEO microsite to convert high-intent traffic. Engagement continues with interactive emails, POP demos, and staggered catalog drops. Paid ads, B2B webinars, and social activations drive sustained reach and retargeting. Loyalty pushes like Ring Rewind and Ring Resolutions close the loop and ensure long-term success.



To ensure cohesive execution of our 45-day campaign window, we've built in a three-month pre-launch phase spanning August through November. This window allows time for agency-client alignment, legal review through Amazon/Ring's compliance channels, creative production across multiple media formats, onboarding, and vendor coordination for in-store activations. Asset testing, platform scheduling, and ad approvals are completed in advance, minimizing execution risk, so by day one, every tactic is locked, loaded, and ready to activate without delay.

# VI. CAMPAIGN BUDGET

Gross Profit		Expenses		Net Profit	ROI
\$7,814,554.38		\$1,829,412.00		\$5,985,142.38	327.16%
Activity	Item	Quantity	Cost	Total	
RingLights	SEO Enhancements	1	\$5,000.00	\$5,000.00	
	Web Design	1	\$20,000	\$20,000.00	
	Google Ads (SEM)	150,000 clicks	\$1.25	\$187,500.00	
Social Media	Webinar Production	1	\$10,000.00	\$10,000.00	
	Webinar Speakers	5	\$5,000.00	\$25,000.00	
	YouTube Spot Production	5	\$25,000	\$125,000.00	
	LinkedIn Ads (CPC)	100,000 clicks	\$2.09	\$209,000.00	
	TikTok Ads (CPM)	30,000	\$9.16	\$274,800.00	
	YouTube Ads (CPM)	20,000	\$13.03	\$260,600.00	
Direct Media	HubSpot Email Campaign	2 months	\$3,600.00	\$7,200.00	
	Gift Guide Product Placement	5	\$5,000.00	\$25,000.00	
	Product Catalogs	10,000	\$3.70	\$37,000.00	
	POP Displays and Distribution	1,000	\$350.00	\$350,000.00	
Ring Resolutions	Prizes	10	\$2,500.00	\$25,000.00	
Miscellaneous	Ad Focus Grouping	5 rounds, 10 subjects each	\$50.00	\$2,500.00	
	Contingency Fund	1	5%	\$78,180.00	
	Agency Commision	1	12%	\$187,632.00	
Total					\$1,829,412.00

A 12% agency fee will be applied to the total media spend as part of Ring's collaboration with our agency, Omnicom Media Direction. This charge will cover our full range of agency services such as our account, media, production, strategy, digital, and creative departments. A 5% contingency fund provides flexibility to pivot from underperforming tactics, reinforce high-performing initiatives, and address unforeseen costs.

## CAMPAIGN PROFITABILITY ANALYSIS

Paid Impressions			Average Bundle Price	Forecasted Revenue
50,000,000			\$389.99	\$12,698,854.38
Click-Through-Rate	Paid Clicks	Conversion Rate	Costs of Goods Sold (per bundle)	Profit (per bundle)
1.93%	1,215,000	2.68%	\$150.00	\$239.99
Forecasted Product Bundles Sold			Forecasted Gross Profit	
32,562			\$7,814,554.38	

\*Distribution quotes given by USPS

\*\*Opportunity cost during promotions are reflected in the adjusted average bundle price of \$389.99

# INITIAL EXPENSE COVERAGE

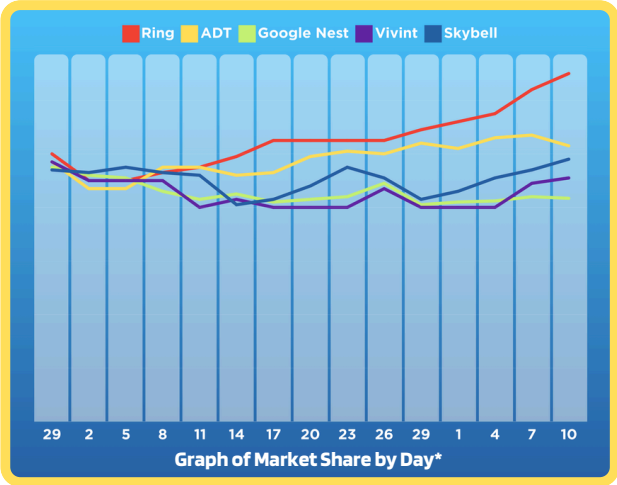
Initial costs for the campaign will be provided through existing agency funds and Ring's projected revenue streams. Pre-launch costs, such as copywriting, media development, creative production, and staffing will be absorbed by the agency's commission. During the launch and post-launch phases, generated revenue from increased sales will cover ongoing costs, ensuring financial stability throughout all campaign phases.

## VII. CAMPAIGN KEY METRICS

1

**Increase Ring's volume market share by 2% and enhance brand authority**

The campaign's utmost priority is to increase Ring's 28% volume market share and boost brand authority to combat rising home security brands. To measure this, we'll send out surveys with stratified random sampling to represent relevant populations to our research. These surveys will quantify brand authority by tracking shifts in preference, favorability, and unaided recall. In addition to this, we'll use internal sales data compared to industry reports to continuously calculate Ring's market share throughout the campaign. This extensive market research and analysis will help ensure that our first campaign objective is reached.



2

**Achieve a 20% increase in Ring's holiday sales volume over 2024's holiday benchmark**

To achieve a 20% increase in Ring's holiday sales volume, we'll look at Ring's data from last year, establish a baseline, and measure key performance indicators that directly track incremental sales growth. To start, we'll regularly track units sold and total sales revenue, and find the percent increase in sales volume from this period from last year to ensure the volume of Ring products sold aligns with our growth targets. This campaign plans to exceed the campaign objective, which will translate nicely to Ring's quarterly performance. To supplement efforts, we'll also be looking at key performance indicators like growth in market channel performance, average order value, ROI, and decline in cart abandonment rates, to determine the effectiveness of each initiative driving purchases.

3

**Raise the overall awareness of Ring's product options beyond doorbells by 30%**

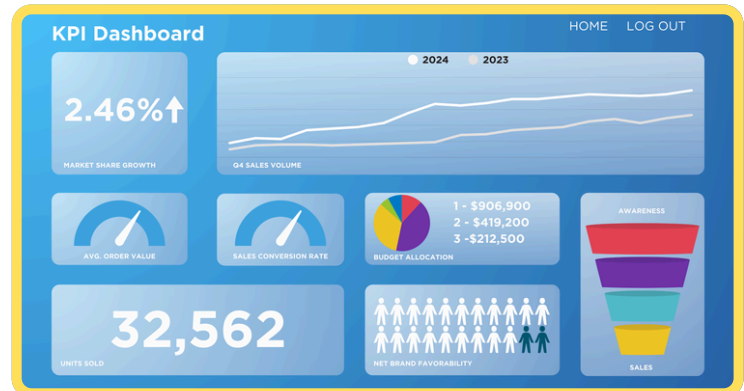
To track Ring's extended product catalog awareness growth, we'll also establish baseline values at continuous campaign marks. These will be benchmarked through social listening tools that track sentiment shifts and awareness metrics like search volume, trending concerns, hashtag usage, and keyword usage. We'll track how engaged consumers are in Ring's product options by measuring website interaction and pages-per-visit. An increase in pages-per-visit to our non-doorbell product pages, paired with higher mentions in social sentiment and search trends, will confirm improved awareness beyond Ring's flagship device. We'll also measure awareness through qualitative feedback loops like post-purchase surveys with questions on product awareness, satisfaction, and likelihood of buying. Overall, these key metrics will ensure that consumers are properly aware of Ring's catalog.

\*Data is projected; Designed to illustrate Ring fulfilling objective one

## CONTINUOUS IMPROVEMENT

In addition to the key metrics, the marketing campaign will also maintain a continuous improvement strategy that optimizes marketing efforts based on the preceding key metrics in real time. Introducing ad-variant methodologies like A/B testing and dynamic creative optimization (DCO) in our campaign will ensure conversion and acquisition rates stay steady for all three target audiences. We will also gather feedback from customers through focus groups and user testing to produce CRM data and make sure our campaign stays on target. Regular adjustments will be made based on channel performances, like budget allocation or retargeting high-intent consumers. Actively refining our messaging will enhance engagement and ensure objective achievement.

We will also employ multi-touch attribution (MTA) to understand which touchpoints contribute most to a conversion. For example, a consumer might first see an in-store promotion that sparks their interest but finally convert after a retargeted email with a discount code. MTA assures the most effective channels get credit. By leveraging our real-time Omni dashboards, we will ensure adjustments are quick and data-driven, driving achievement toward our three campaign objectives.



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