TIMBER WINDOWS

Driving qualified traffic for a premium home improvement retailer



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AT A GLANCE »



Client: Timber Windows

Sector: Product / Retail - Home Improvements

Objective: Raise awareness of the Spring Sale and drive qualified website traffic from homeowners actively in-market for windows and doors.

Solution: Mobile Plus campaign combining geo-targeting, demographic, keyword, behavioural and competitor targeting across three showroom locations.

Outcome:

- 2.06% CTR, more than 4x the industry average of 0.46%, with 99.1% of ad placements appearing above the fold.

THE CHALLENGE & APPROACH »

THE CHALLENGE

Reaching homeowners at the point of active consideration, rather than broad awareness, is a persistent challenge for regional retailers competing against national brands with far greater media spend.

With three showroom locations spanning Amersham, St Albans and Olney, the campaign needed to work hard across distinct catchment areas simultaneously, in a sector where intent is high but attention windows are narrow.

THE APPROACH

- **Geo-targeting built around showroom catchments:**

A 15-mile radius was applied around each of the three locations, layered with demographic targeting for adults aged 25+, ensuring spend was concentrated on homeowners within realistic buying distance of a Timber Windows showroom.

- **Multi-signal targeting to reach in-market buyers:**

Using Mobile Plus our team layered keyword targeting across high-intent search terms (sash windows, bi-fold doors, energy-efficient glazing etc.), relevant apps including Houzz, Pinterest and Farrow & Ball, and behavioural signals around home improvement and DIY. Competitor targeting added a further layer of precision, serving ads to users already engaging with rival brands.

THE RESULTS »

2.06%

CLICK-THROUGH RATE

More than 4x the industry average of 0.46%, confirming strong audience relevance and creative cut-through

99.1%

ABOVE-THE-FOLD PLACEMENTS

Demonstrating consistently high ad viewability throughout the campaign

45.88%

TOP STRATEGY SHARE

Real estate and property-related category targeting was the strongest-performing strategy

Keyword targeting against high-intent terms related to windows, doors and home improvements delivered 23.61% of clicks, confirming that in-market signals drove qualified traffic rather than passive browsing.

Engagement built progressively through the day, peaking at 5pm with 52 clicks in a single hour - a clear signal for dayparting in future campaigns.

WHY THIS MATTERS »

For home improvement retailers with regional showrooms, the challenge is not reach, it is relevance.

This campaign demonstrates that a well-structured mobile-first strategy, combining precise geo-targeting with layered intent signals, can consistently outperform broader digital channels on engagement quality.

The results are particularly instructive for businesses running time-limited promotions: a concentrated burst, aligned with a specific sale event and supported by multi-signal audience targeting, delivered click-through rates that reflect genuine in-market interest rather than incidental exposure.

For any regional retailer looking to drive measurable website traffic from the right local audience, this approach offers a clear and repeatable model.

GET IN TOUCH »

Looking to reach high-intent audiences at the moments that matter most?

Talk to us about mobile-first campaigns designed around real-world outcomes.

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