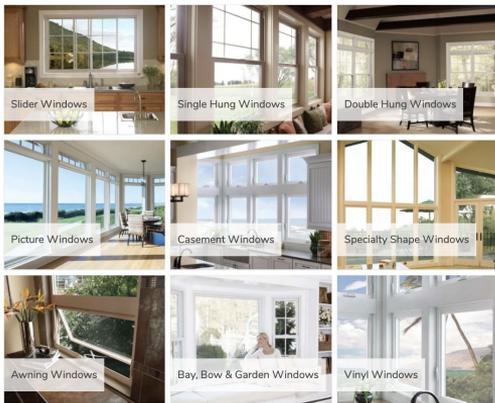




Window Design Group + JumpFly
Thousand Oaks, CA, USA
windowdesigngroup.com

Window Design Group sees clear success with Google Discovery ads



Best-in-Class Performance

The challenge

Window Design Group, is an LA-based window installation company that actively **shifted ~30% of its print dollars to digital** after a Google-led media mix consultation with them in Q4 2019. At its peak, WDG was delivering ~\$200K per quarter and **75% of this budget was removed as COVID hit** and the company needed to furlough sales staff. This is a family-run business that was now struggling to accurately plan for the present and future amidst all this uncertainty.

The approach

Discovery Ads were positioned to not only **drive leads**, but also add a **branding opportunity**. Advertisers with strong imagery are able to showcase product images in feed as consumers scroll through the YouTube homepage, new Discover inventory (in the Chrome and Google search mobile apps), and Gmail.

WDG Windows, Doors, Shutters, and in-home interior imagery is on site, and we used mockups to showcase their imagery is perfect for branding in Discovery Ads. Discovery is an opportunity for WDG to increase branding, and balancing imagery for their brand while less leads convert in April and May during COVID-19.

The results

Discovery campaigns successfully supplement other WDG channels, delivering a **40% increase in conversions** in Q2 and **50% stronger cost-per-lead** than search. As a result, WDG has increased Google Discovery budget 130% MoM in May and is set to increase Discovery Investment 200% (\$50K) QoQ in Q3 2020.

“Google Discovery helped us survive the COVID-19 slowdown by providing a huge lead boost and lower cost per lead at a time of great uncertainty. We are so happy we had the chance to learn of this during our Google-led consultation.”

—Vincent Margott, CMO, Window Design Group

50%

Lower
cost-per-lead
than Search

40%

Increase in leads
during Q2
COVID-19