



Millwork City's revenue is on pace to double year-over-year



Millwork City + JumpFly
York, ME, USA • millworkcity.com



The challenge

Millwork City customers **exhibited long purchase cycles and spent more when they researched more.**

JumpFly sought to capitalize on this behavior with intelligence.

The approach

With better attribution, JumpFly **was able to value upper funnel activity accurately.** Automated bidding used these additional signals to quickly act on improved data.

To find new customers, JumpFly leveraged Similar Audiences, engaging potential customers searchers **who exhibited digital behavior similar to their current customers.**

The results

Thanks to the automation of better customer insights, JumpFly **more than doubled Millwork City's AdWords AOV while maintaining the same number of orders.**

Audience engagement delivered such a high return, Millwork City now spends about 20% of their total spend on these audiences.

House of Forging Balusters | (Recommended Online Store)

www.millworkcity.com/HouseOfForgings/Iron-Balusters

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Featured solutions:

Audience:

- > [Similar Audiences](#)
- > [Display Remarketing](#)
- > [Search Remarketing](#)
- > [YouTube Remarketing](#)

Attribution:

- > [Data Driven Attribution](#)
- > [Rules Based Attribution](#)

Automation:

- > [Target CPA](#)
- > [Target ROAS](#)
- > [Maximize Conversions](#)
- > [Enhanced CPC](#)
- > [Dynamic Search Ads](#)
- > [Dynamic Remarketing](#)
- > [Smart Display Campaigns](#)

“It takes time before a customer commits to home improvement. Understanding this behavior has unlocked a lot of potential.”

— Jack O'Donnell, Account Director, JumpFly

20%

Budget spent on identified audiences

2x

Higher account-wide average order value