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

MILLWORKCITY

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.

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

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