

# Home and Garden Programmatic Trends Report: Strategies to Reach and Convert Homeowners in 2022

## Introduction

From landscaping needs to home renovations, homeowners are staying busy in preparation for warmer weather. This year, consumers are projected to spend \$558.3 billion on home improvement projects ([Statista](#)). With all of this money on the table, advertisers have a large opportunity to reach and convert homeowners.

To see what programmatic strategies home and garden advertisers have used to drive performance during high seasons, we turned to the Simplifi platform for insights. We analyzed data from home and garden campaigns between January 1, 2021 through April 3, 2022 to derive trends and patterns on how advertisers successfully targeted and converted consumers. Then, we compiled recommendations based on insights for advertisers to implement in their campaigns during this year's busiest seasons.

In this report, find answers to questions like:

- What targeting tactics did advertisers use to reach consumers?
- How did advertisers utilize various device types in campaigns to drive performance?
- When is the best time to generate online and offline conversions throughout the year?

## Key Findings

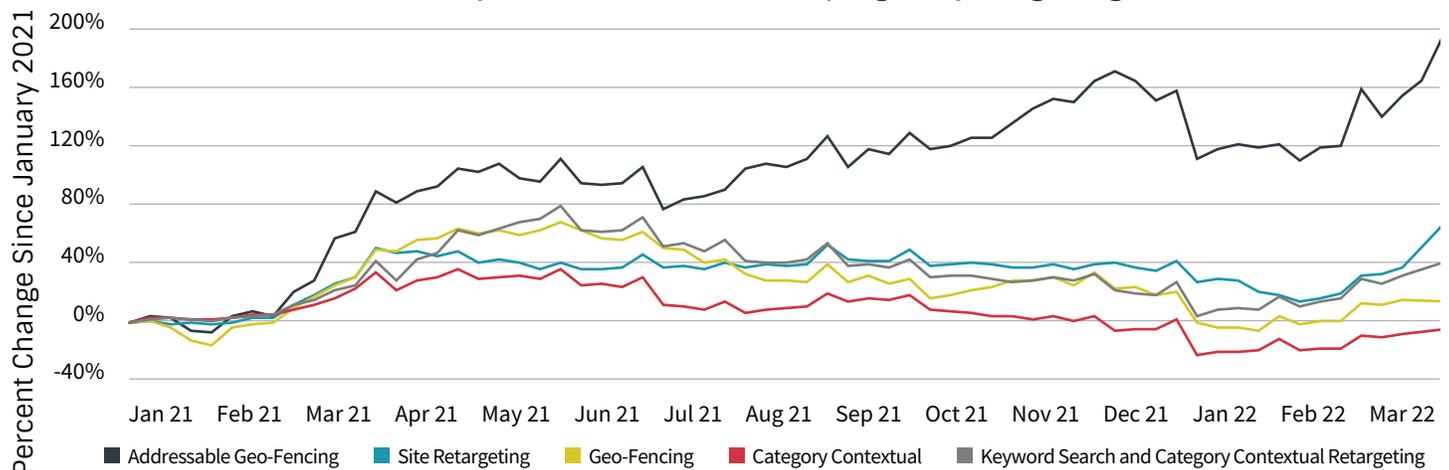
### What Targeting Tactics Did Home and Garden Advertisers Use to Reach Consumers?

Home and garden advertisers used a blend of targeting tactics to reach consumers throughout the past 15 months. In both January and February of 2021 and 2022, advertisers used online behavioral targeting tactics to reach and encourage actions among lower-funnel consumers. Advertisers utilized Keyword Search and Category Contextual Retargeting throughout the first quarter of both 2021 and 2022, targeting homeowners who were searching for or reading content related to home improvement or lawn maintenance. Weekly Keyword Search and Category Contextual Retargeting campaigns continued to grow in 2021, ending May with a 72% year-to-date (YTD) increase as advertisers targeted consumers who were ready to make decisions.

Advertisers incorporated location-based targeting to reach consumers by proximity and drive performance in the months leading up to summer and throughout the industry’s busy season. Beginning in both March 2021 and 2022, advertisers increased Geo-Fencing campaigns to target homeowners who visited competitor locations or were located in areas where their businesses served. The 2021 growth continued through May when weekly Geo-Fencing campaigns increased 62% compared to January 2021. The growth rate slowed through the remainder of 2021 as homeowners scaled back on projects and lawn care needs, ending December with a 6% YTD increase.

Addressable Geo-Fencing campaigns steadily grew throughout 2021 and Q1 2022 as advertisers recognized the value in household-level targeting. The number of Addressable Geo-Fencing campaigns increased in early March 2021 and continued strong through the spring and summer. Advertisers followed the same pattern in 2022, ramping up Addressable Geo-Fencing efforts as warmer weather began, increasing weekly campaigns by 195% at the end of March 2022 compared to January 2021. In addition, a large increase in Addressable Geo-Fencing campaigns occurred during the fourth quarter of 2021, ending December with a 121% YTD increase.

### Number of Weekly Home & Garden Campaigns by Targeting Tactics

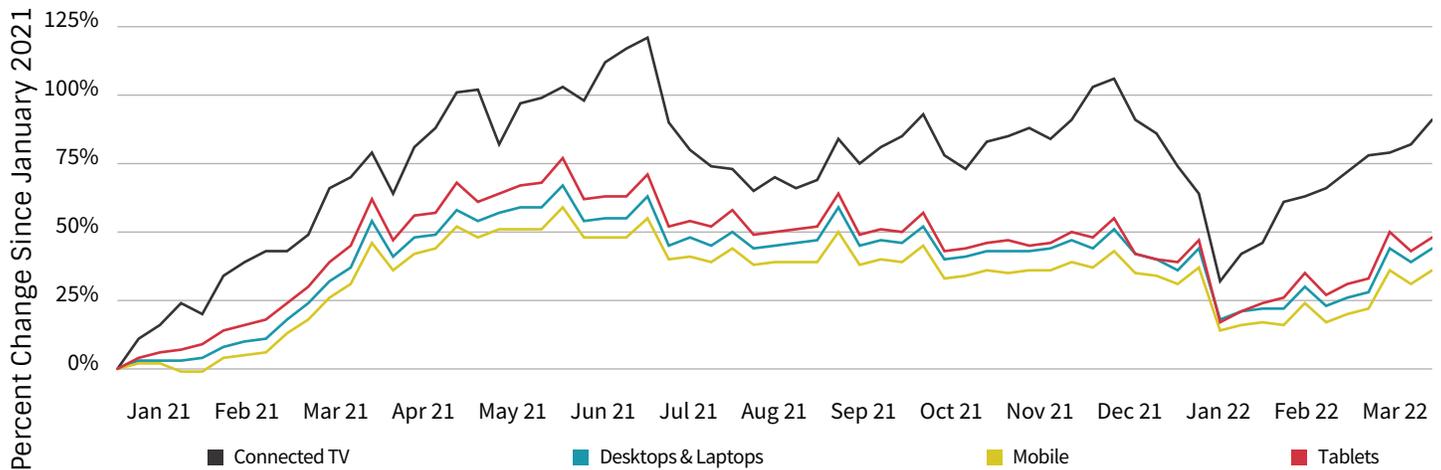


## Which Device Types Are Experiencing the Highest Campaign Growth?

Advertisers used a mixture of devices to reach consumers. However, campaigns served on CTV devices experienced the highest growth compared to other devices as advertisers took advantage of increased consumer streaming time. Weekly CTV campaigns grew throughout the first half of 2021, peaking at the end of June with a 121% YTD increase. CTV campaigns then experienced a slower growth throughout July and August as consumers scaled back on home and garden purchases. Weekly campaigns served on CTV devices grew again in October as advertisers targeted streamers regarding holiday shopping deals, ending November with a 105% YTD increase.

Advertisers continued their CTV targeting efforts into 2022 after finding much success in the previous year. Weekly CTV campaigns grew by 109% at the end of Q1 compared to January 2021.

## Change in Weekly Campaigns by Device Type



## When is the Best Time to Generate Online and Offline Conversions?

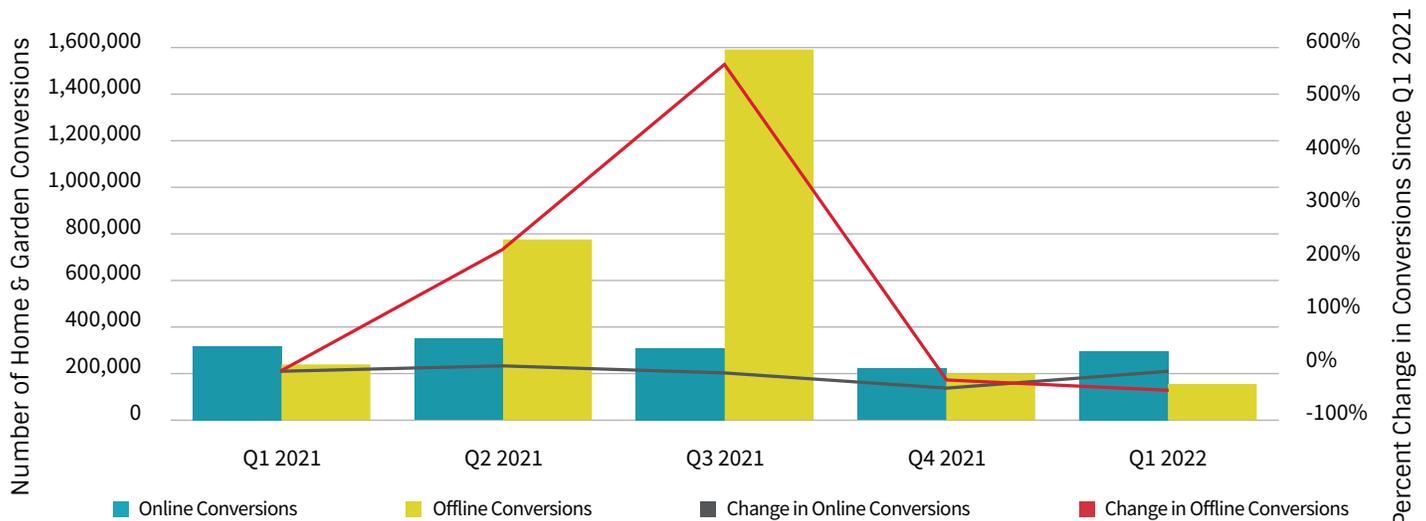
It is no surprise, home and garden advertisers saw success by driving offline conversions as consumers visited storefronts for in-person shopping. However, home and garden advertisers also generated a high number of online conversions—such as e-commerce sales—throughout the year as well. Overall, both online and offline conversions closely followed seasonal patterns worth noting for advertisers looking to drive performance.

In Q1 2021 and 2022, online conversions exceeded offline conversions as consumers conducted their shopping at home during the colder winter months. Advertisers continued to capitalize on this opportunity by using behavioral targeting to reach and convert online shoppers, resulting in a 10% increase in web-based conversions in Q2 2021 compared to Q1 2021.

While online conversions remained steady through Q3 2021, offline conversions took off in the spring and summer. Offline conversions began to grow in Q2 2021 and increased by 565% in Q3 2021 compared to Q1 2021. To coincide with a shift in consumer behavior as warmer weather appeared, advertisers utilized location-based targeting to drive shoppers into their physical storefronts.

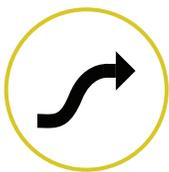
Overall, both conversion types slowed during Q4 as consumers were less inclined to make purchases in the winter. However, the number of online conversions during Q4 were higher than offline conversions, likely due to consumers purchasing gifts online or taking advantage of end-of-year sales.

### Number and Percent Change in Home & Garden Conversions



## Recommendations

Using these key findings, we compiled a list of recommendations for home and garden advertisers to apply in order to drive campaign performance this year. Here are a few strategies to keep in mind:



### Increase Efforts During Spring and Late Summer

Home and garden advertisers typically ramp up advertising efforts as the weather gets warmer through the end of July. Stay competitive and increase targeting as homeowners are more inclined to purchase home improvement and lawn care services in the spring and summer. In addition, increase targeting during late November as holiday shoppers seek home and garden products for gifts.



### Drive Offline Conversions During High Seasons by Targeting Consumers Based on Proximity

Advertisers used Addressable Geo-Fencing and Geo-Fencing to drive offline conversions by reaching consumers in the areas they service. Continue using location-based targeting to generate offline conversions among homeowners who are most likely to take an action, particularly during high seasons—spring through late summer.

Leverage your first-party data or build a custom household-level audience using Simplifi.fi's addressable programmatic solution to reach relevant audiences across all devices seen within a household. Upload your list of previous customers to the Simplifi.fi platform and serve ads reminding them to schedule lawncare appointments, service their pool, take on renovation projects, and more. Also, custom curate an addressable audience using location data and choosing from over 3,000 demographic variables, including household-level income, property type, gardening, and more with Simplifi.fi's Addressable Audience Curation tool.



## Blend Targeting Tactics to Increase Online Conversions During Fall and Winter Months

While advertisers experienced more offline conversions during the spring and summer, there were also plenty of opportunities to generate online conversions throughout the year, particularly in the fall and winter months. Continue driving online conversions by combining location-based targeting tactics with behavioral targeting tactics as the high season slows down to make sure you are reaching consumers across all stages of the marketing funnel. Target relevant homeowners at the household-level using Addressable Geo-Fencing to precisely reach those who are most likely to convert. Also, serve ads to consumers who are viewing content relevant to your products and services. Then, keep consumers engaged by retargeting homeowners who've visited your site to encourage them to take an action.



## Maximize Campaign Performance with Simpli.fi's Advanced Attribution Capabilities

With homeowners turning to both online and in-store shopping for their home and garden needs, it is imperative that advertisers take advantage of Simpli.fi's advanced attribution capabilities to understand campaign performance and adjust budget accordingly.

Attribute an ROI to your advertising campaigns, including CTV ads, by tracking online conversions such as visiting a website, completing a form-fill, adding a product to a shopping cart, making a purchase, and more. Additionally, measure offline conversions by drawing Conversion Zones around retail stores to attribute in-store traffic generated from your campaigns. With real-time campaign management, insights, and reporting available, advertisers can monitor performance and optimize campaigns as needed.

## Conclusion

With Simpli.fi, home and garden advertisers can precisely reach relevant homeowners to drive awareness and actions. Increase advertising efforts during spring and late summer and focus on maximizing offline conversions during these high seasons. During the fall and winter months, blend targeting tactics to increase online conversions as more and more consumers will utilize e-commerce shopping. Also, take advantage of household-level targeting to precisely reach consumers that are most likely to convert. In particular, use CTV advertising to serve video ads to homeowners about goods and services while they stream content. Then, tap into Simpli.fi's advanced attribution capabilities to measure online and offline conversions and understand campaign performance. No project is too big or small when it comes to using programmatic advertising to reach and convert homeowners.

**Interested in reaching homeowners  
with your programmatic campaigns?**

Contact your Simpli.fi representative or reach out to us at [hi@simpli.fi](mailto:hi@simpli.fi).