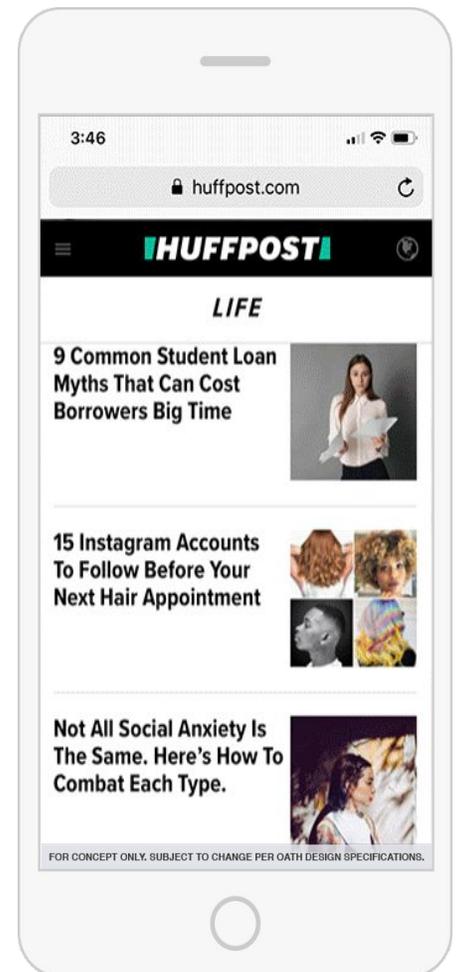


Case study

Clayton Homes builds happiness through homeownership with Verizon Media

On a mission to revolutionize homeownership through responsibly made and beautifully designed factory built houses, Clayton Homes partnered with Verizon Media to drive awareness and traffic among interested home buyers.



Goal

- Build brand awareness in-market
- Drive site and in-store foot traffic

Solution

- Launch integrated DSP and native campaign using innovative ad formats and promotional incentives to reach home buyers (Moments, Vertical Video)
- Connect with in-market consumers through first party mail receipt data, search retargeting, competitor conquering and real estate points of interest data
- Prospect new customers through in-depth predictive audience segments

Results

Verizon Media Native Campaign

+251%

increase in
conversion rate

Case study

Opening the door to home-buyers

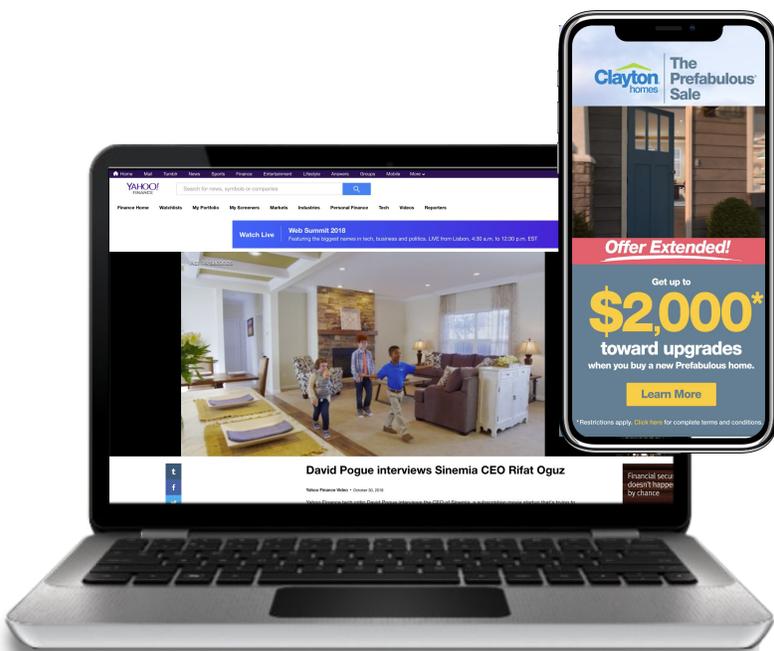
Clayton Homes is the largest builder of manufactured housing and modular homes in the US. Built on the foundation of extraordinary customer service, Clayton Homes wanted a digital strategy that reflected these values.

The home buying sales cycle is extensive, complex and begins long before a customer enters a showroom. Digital and mobile play a major role in the search and research process. With this in mind, Clayton Homes partnered with Verizon Media to launch both national and localized campaigns to reach interested home buyers early in their path-to-purchase journey.

Remodeling the user experience

Leveraging deep audience insights, Clayton Homes delivered their promotional incentives to a national audience of in-market shoppers using predictive segments and retargeting strategies. They supplemented their advanced targeting with keyword audiences and lookalike modeling. On a localized level, they utilized geo-targeting to narrow in on specific, smaller cities and towns.

Following early DSP success, Clayton Homes expanded their strategy across Native with innovative ad formats such as Moments and vertical video to deliver immersive experiences across screens.



Verizon Media's data signals and innovative ad formats help us execute across our full funnel marketing strategy. Engaging customers at every touchpoint in their home buying journey is so important for a decision as significant as homeownership."

— Clayton Home client

