



## Knauf increase brand visibility & website traffic with Fluid Ads campaigns

 Building & Manufacturing  UK

 10,000+ employees

### The Client

Knauf started operating in 1978 and is one of the fastest growing providers of smarter insulation solutions with over 40 years of experience within the insulation industry.

Their mission is to meet the increase in demand for energy efficiency and sustainability in buildings with their key audience being people in the trades.

**“Working with Fluid Ads has allowed us to reach a much larger audience than we have previously. By being able to target potential customers based on their location and serve them live adverts that are relevant to them has resulted in a very positive uplift in brand visibility and visits to our website.”**

## The Challenge

Knauf is a building manufacturer in St Helens that struggled to promote its insulation products to people in the trades.

The pandemic had altered the way people shopped and the availability of stock. Initially Knauf wanted to generate an audience of “tradespeople” who had returned to shopping in-store. However, the influence of stock allocation imposed due to Brexit meant an adjustment in strategy to promote brand better awareness while issues were resolved with stock availability.

## The Solution

Geofencing Ads is a location based marketing tactic that allows campaigners to draw virtual borders around certain locations to better identify and target users that pass through them.

Fluid Ads applied a Geofencing campaign targeting specific trade stores in areas of value, any users that entered the perimeters were added to a trade audience of people that had returned to in-store shopping for better local promotions.

The solution to the challenge raised by the influence of stock allocation adapted the campaign to promote better brand awareness by targeting online buyers. Targeting tactics included Keyword Search tactics to target search terms used by tradesmen and Website Targeting to find users via websites they had previously searched and Audience segments which are users that have shown interest in adding home insulation.

## The Result

The continuation of existing audience types with the release of allocation meant that we could begin to promote individual insulation products with energy efficiency being the core focus. The flexibility and speed of digital advertising allowed the campaign to pivot when necessary to address ongoing challenges. In 9 months, 5.9 million users saw Knauf promotions with 7,084 clicking through to their website which resulted in Fluid Ads being the chosen digital ad partner for Knauf.

The promotion of energy efficient products in an era of soaring energy bills is now the focus for our partnership with Knauf and we look forward to supporting them.

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