

## Home Improvement Advertising During Times of Uncertainty

Being home is making it hard for consumers to ignore their "someday" projects. In fact, the list of projects is actually growing. And for many, the extra time at home is proving to be the perfect opportunity to spruce up their space.

TripleLift offers many opportunities within Native, Branded Video and Display to effectively deliver your message to your target audience in ways that resonate. Partner with us to adapt your brand's strategy to fit these evolving times.

- + With more time at home, consumers are looking for renovation and organization projects to improve their environment and keep busy.
- + Home improvement stores are considered an essential businesses and remain open to the public.
- + Consumers are looking to upgrade their homes through new appliances including coffee makers, electric mixers and multi-cookers.

### 316%

increase in the search for the term 'home DIY' has increased in April 2020, compared to the same time last year

Source: Google Trends, UK, April 2020

### 44% 60%

of UK consumers like to do decorative DIY projects, and consumers getting involved in DIY over the next few weeks

Source: DIY International, UK, April 2020

### 0.24%

CTR for Home & Decor brands increased from 0.05%

Source: TripleLift First Party Data, April 2020

## Premium Partner Examples

**The Guardian**

Daily **Mail**

**METRO**

**The Telegraph**

**msn**

**Reach**

**ESMEDIA**

**HEARST**

**News UK**

**THE TIMES**

# triplelift : HOME IMPROVEMENT

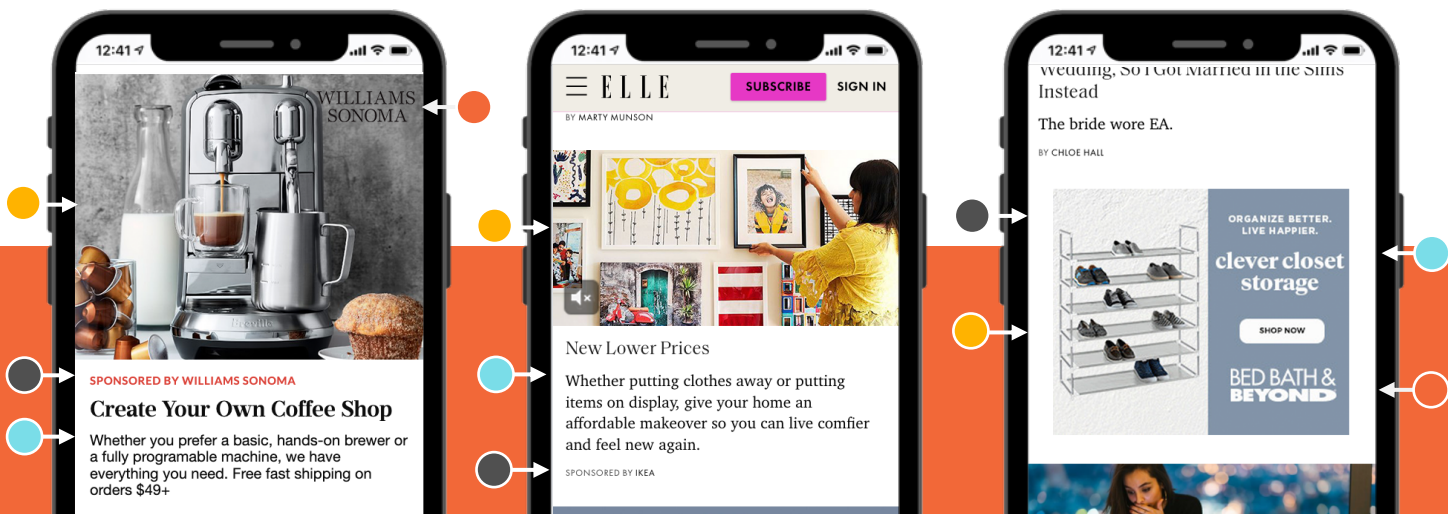
## Refining Your Creative Elements

Logo ●

Creative ●

Copy ●

URL ●



Native

Branded Video

Display

The best ads are contextual, adapting to the content environment but also keeping in mind what's important to your audience right now. Here are some ways you can adjust your creative elements to make them more relevant to what's happening in the world.

## Best Practices



### Creative

Show your target audience before and after images of home improvement projects. Use multiple images or videos to demonstrate the steps of an easy DIY activity.



### Copy

Use language like DIY, improve or upgrade when describing home projects. If your brand offers sales or design consultation, make sure to highlight that in your copy.



### URL

Drive consumers to your sale's landing page to see more sale items. Take audiences to your brand's blog to show your signature DIY projects and organizations hacks.

## Collaboration Opportunities

### Media Planning Strategy for COVID-19

- + Curated placements for home improvement
- + Flexible campaign setup and optimization
- + Data driven insights to increase efficiency and scale
- + Native, Branded Video and Display available

### Creative Consultation

- + Recommendations on best performing creatives
- + Rethinking headline and copy
- + Repurpose assets from other media channels

Reach out to your TripleLift representative to activate your package.

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