

ownerIQ increases in-store traffic and improves brand awareness for Bath & Kitchen Idea Center

Building a custom channel of home-improvement shoppers

Bath & Kitchen Idea Centers is a regional plumbing and home improvement showroom that specializes in remodeling, new construction and repair work. With showrooms across the country, each showroom offers the latest products from quality manufacturers to the service of professional consultants.

Using ownerIQ's second-party data solutions, Bath & Kitchen Idea Centers launched a program to build a custom channel of brand audiences, significantly increasing showroom traffic and improving brand awareness.

Bath & Kitchen Idea Centers came to ownerIQ looking to drive in-store traffic, increase brand awareness, and grow their online presence.



1.2M co-branded ad impressions served



370K unique shoppers reached



Expanded brand audience portfolio

Bath & Kitchen Idea Centers utilized its unique brand shopper audiences to target qualified and in-market consumers at scale. The solutions created the ability for Bath & Kitchen Idea Centers to find new and relevant in-market shoppers. ownerIQ's vast amount of second-party data identified Bath & Kitchen Idea Centers shoppers' complex shopping patterns, increased brand awareness, and drove massive performance at scale.

ownerIQ has been a valuable partner in helping us not only reinforce our branding online but also providing us the opportunity to work more closely with our preferred brand partners. Our ad campaigns have helped us bring product awareness and drive traffic into our showrooms.

DARYN CHERRY National Showroom Manager, Winsupply Inc., Bath & Kitchen Idea Centers