



Delivered over 7.5 million total impressions over the course of four months.



The overall performance proved that key components generated a 29.1% brand lift rate for The Home Depot.

ABOUT TRULIA.COM

Trulia reaches 23 million monthly unique users in an active stage of lifetime spending.³ Among Trulia consumers, 26% have an annual HHI of \$100K or more⁴ and 71% plan to move in the six months.⁵

For more information, visit www.trulia.com/advertisers

Or contact ConsumerSales@trulia.com

Trulia.com yielded 29.1% brand lift for The Home Depot

The Home Depot is the only big box retailer offering 100% post-consumer recycled moving boxes. They seek to create awareness of these products and drive traffic to HomeDepot.com through high-reach branding campaigns via online display advertising.

OBJECTIVE

The Home Depot’s targets were new movers, consumers interested in storage or home organization products, consumers looking to ship holiday gifts, and regional moving companies.¹ In October 2009, Trulia reported a comScore index of 2,357 among The Home Depot’s desired demographic target.² Although Trulia’s primary audience is composed of new movers, as demonstrated by the comScore index among other sources, the challenge for this campaign was ensuring The Home Depot captured the greatest reach among their chief target, while generating recognition of their home moving products.

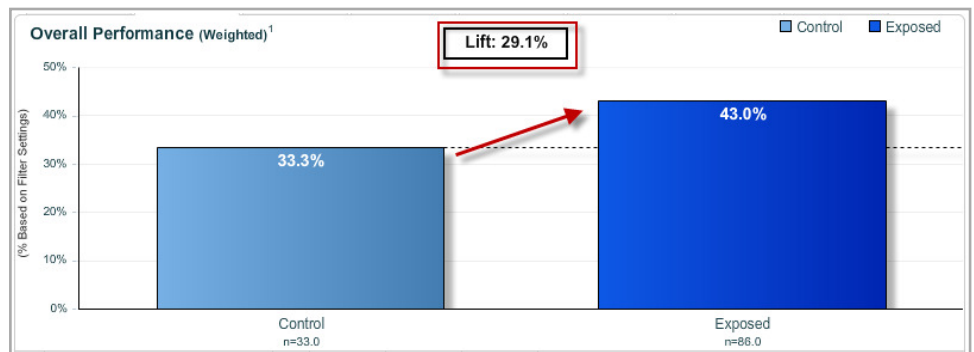
APPROACH

As a major branding solution for The Home Depot, Trulia enlisted the services of Vizu Ad Catalyst, a brand lift tool that measures brand awareness, consumer attributes, and works as a valuable resource for campaign optimization. Vizu metrics for The Home Depot were based on premium packages such as the Trulia.com homepage, Consumer Email Newsletter, Trulia Voices, and the Resource Center, where The Home Depot was positioned as Trulia’s number one moving partner.

The plan was rounded out with text links and display ads featured throughout the Trulia Ad Network (TAN), which reaches 6.1 million unique users per month across 10+ partner sites. This would generate even greater reach across the mover audience.

RESULTS

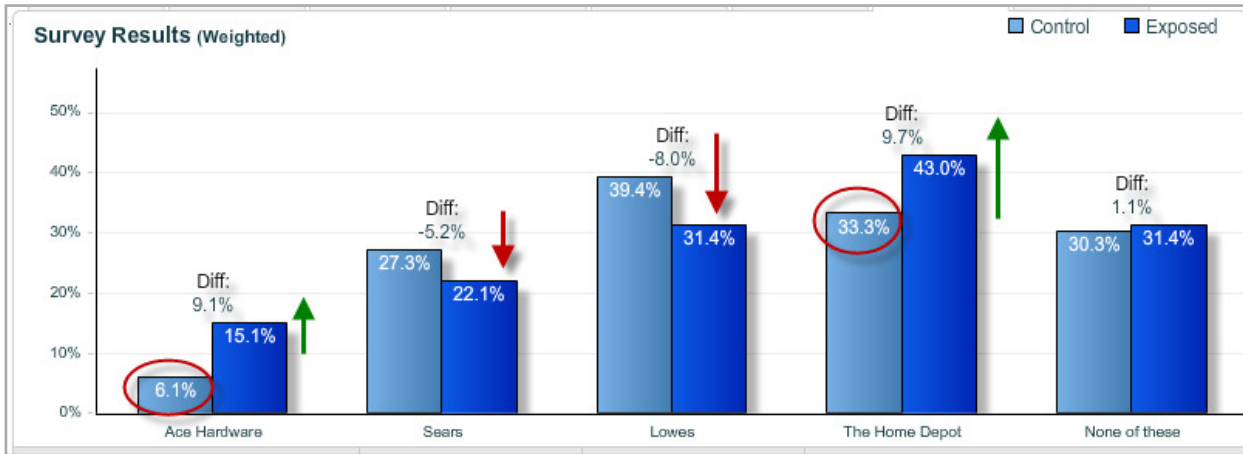
In January 2010, the Vizu Ad Catalyst system measured the success of The Home Depot’s brand awareness across Trulia.com. The results were calculated based on components such as brand lift, creative performance, and campaign targeting. According to Vizu, the overall performance proved that key components generated a 29.1% brand lift rate, which is especially strong since the unaided (control) responses were already high at 33.3%.



1. RFP brief submitted to Trulia by Initiative, October 2009
 2. comScore Plan Metrix Key Measures, October 2009
 3. Omniture, April 2012

4. comScore Plan Metrix Key Measures, March 2012
 5. Trulia Internal Data, December 2011

This data lends itself favorably to the initial campaign challenge of achieving a very high reach among definite, qualified new movers. What's more, the higher the unaided rate (the rate of the audience not exposed to brand creative), the more likely audiences are to complete the decision-making process and take purchase action.⁶ A survey was also given directly to Trulia users. The results of the survey proved the campaign was effective in building brand lift for The Home Depot at a rate of 9.7% while shifting 'top of mind' away from Sears (-5.2%) and Lowe's (-8%).⁷



The overall results were highly influenced by campaign targeting, which demonstrated that all creative units worked as a cohesive portfolio in supporting brand lift, delivering over 7.5 million total impressions over the course of the four-month campaign to a qualified audience.

6. The Home Depot Moving Boxes and Trulia.com campaign report, VIZU, January 2010
 7. The Home Depot Moving Boxes and Trulia.com campaign report, VIZU, January 2010