



Case Study

**B2B OFFICE SUPPLIES**  
Industry

**DRIVE AWARENESS OF NEW PRODUCTS**  
Objective

**CROSS-PROMOTIONAL TARGETING**  
Solutions

## B2B Office Supply Chain Turns to SteelHouse for Incremental Revenue from New Products

As the business-to-business division of a well-known company, this United States-based office supply brand has contracts with organizations from 20 employees all the way up to the Fortune 1000, including global businesses, government, healthcare organizations, and educational institutions.



### THE RESULTS

Awareness campaign for new products were a success with an amazing

**32:1 ROAS**  
eCPA Under \$1

Original core campaigns continued to perform at an unbelievable

**65:1 ROAS**  
eCPA staying flat less than \$1

*This brand was able to effectively introduce a new product without cannibalizing existing sales.*

### Bring on the Challenge

Since most of their business goes through their website, driving the right audience to relevant product pages is the key to their success. Their website is broken into multiple departments, all responsible for the growth of their specific brands and product lines, including their own in-house brand of products.

the site, and track the increased awareness. They needed a solution to drive visibility of new product lines without distracting from campaigns currently running to promote the high performing products in each category.

**“ONE OF THE GREAT ASPECTS OF THIS PLATFORM IS THE ABILITY TO CREATE & TARGET ANY AUDIENCE SEGMENT FOR OUR ADVERTISERS, NO MATTER HOW GRANULAR.”**

- Dan Terek, Account Director

They wanted to focus on promoting two new product lines that had relatively low visibility on

### Enter SteelHouse

We created a new audience pool of people who had shown interest in any products which related to the new product lines. For example, to drive awareness of new toner, we pulled product page visitors for the printer, copier, or fax machine categories in the past 30 days. The new awareness campaigns ran side-by-side with the original general retargeting and cart abandonment campaigns promoting the already established products run by individual product line.