

# HOME IMPROVEMENT

## TRENDS IN HOME IMPROVEMENT

- Spending on home improvement projects is growing at twice the rate of other retail categories in the US.
- Kitchens are the most renovated room in the home.
- According to NKBA there are three big takeaways with home remodeling: project scopes will continue to increase; significant timeline issues are expected to continue and product availability remains the #1 concern.
- Backyard and landscaping projects will continue to be the biggest home improvement trend.
- Average home sizes and upper-end home sales are increasing, accessibility for aging in place is becoming increasingly important and outdoor living spaces are a priority in home remodels.
- The average US household spends \$7,500 on home improvements & repairs, new homeowners spend an average of \$15,000 or almost double that of existing homeowners.

Sources: Kitchen Infinity, National Kitchen & Bath Association(NKBA), Rocket Mortgage, Houzz & Home

## TARGETING TO CONSIDER

Display, native, audio and video assets can be used to execute this targeting.

- **Audience and Demo Targeting:** Target ads to consumers that show behaviors or interests in home improvement and DIY projects, kitchen & bath remodeling, outdoor living, landscaping etc.
- **Contextual Targeting and Native Advertising:** Reach users who are reading and consuming content about home improvements and DIY or insert native articles next to relevant content.
- **Geofence-Conquest-Device Match-Look Back Targeting:** Geofence specific current or past events by targeting devices seen there via GPS location data such as home improvement shows or big box home improvement stores.
- **Streaming Television (OTT/CTV) and Streaming Audio:** Create brand awareness with :15 and :30 video and audio messages targeting audiences based on shows, videos, podcasts, and music they consume such as HGTV or DIY podcasts.
- **Retargeting and Click Retargeting:** Re-engage users that visit your website or click on a digital ad.