


# fonemedia × Redwood

Recruitment ← Target Carpentry contractors

## ➔ The brief

Redwood, skilled carpentry contractors serving Suffolk, Norfolk, Essex, and Cambridgeshire, sought to expand their team due to increased workload across various commercial and residential projects.



**Mobile Direct**  
generalised audience

✔ Geographic

✔ Language

✔ IAB category


1.13%  
CTR


85.70%  
Viewability rate


## ➔ The solution

fonemedia recommended a **Mobile Direct campaign with precise geo-targeting, focusing on a 20-mile radius around Chelmsford.** We further refined the audience by targeting individuals with online behaviours and interests aligned with self-employed carpenters.

## ➔ The results

**175,337**  
Impressions

**1,780+**  
Clicks

**1.02%**  
Click-through rate

The campaign achieved broad reach, delivering **175,337 impressions** and **generating 1,780 clicks**, resulting in a **1.02% click-through rate**.

## ➔ About fonemedia

### Our methodology

We create highly targeted organisational awareness through the power and reach of mobile marketing. Focusing heavily on proven strategies that aim to hit the right people at the right time with the right message. We utilise the best technology available to ensure cost-effective and precise top-of-funnel across multiple industries.

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