

Best use of advertising



Only the Sky's the Limit

The strategy focused on brand awareness and advocacy, targeting installers and architects with a compelling message about product quality, design aesthetics, and customer satisfaction.

Through artful imagery of the Lantern profile and emotive copy, the campaign resonated with the target audience, showcasing Atlas' superior offerings.

Results were remarkable, with 1,895,779 impressions, 47,662 clicks, and a 2.51% click-through rate. The campaign generated 734 leads, boasting a 1.44% conversion rate, all at a cost per lead of £51.48, demonstrating cost-effectiveness and clear ROI.

1,895,779

Impressions

734

Marketing qualified leads (MQLs)

£6 : £1

Return on investment
(ROMI)

ATLAS
MORE SKY LESS ROOF™

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