



KIBOSH CASE STUDY

SPRING 2018

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OBJECTIVE

Raise awareness and sales of the Kibosh pipe repair product that is sold exclusively on Amazon.

STRATEGY

Educate the target audience on the ease of use of the product via a short video and then drive traffic to Kibosh's Amazon page for purchase.

TACTICS

Leverage Pro Construction Guide and Constru-Guía's Product Showcase emails and Facebook posts to reach the targeted Pro community.

CONSTRU-GUÍA

GUÍA DE PRODUCTOS

Esta Guía de productos de Constru-Guía al día es exclusiva de Kibosh.

Esa tubería de agua rota se arregla con un Kibosh.

Ideal para cualquier profesional que tenga una emergencia con fugas de agua, ya sea por perforación accidental o por una tubería rota debido al clima frío.



- Cerrado fácil y rápido para reparar las tuberías eficientemente.
- Se puede colocar incluso cuando la fuga está en su nivel de flujo máximo.
- Acepta algunos accesorios.
- Excelente dispositivo para ahorrar agua y reducir los daños.
- Se puede usar con tuberías de metal, de plástico o multicapas.
- Se puede instalar en espacios angostos para instalar en tuberías horizontales y en la mancha del agua. ¡Ver video de demostración!
- Una vez instalado, la tubería puede continuar funcionando normalmente, en climas cálidos o fríos.

"El Kibosh me ahorró mucho tiempo en una reparación la semana pasada, que hoy compro 3 más para tenerlos en mi camión". Bob N., profesional de reparaciones en Charlottesville, VA.

Ver el video para obtener más información.

Se vende aquí con envío gratis.

KIBOSH
LTD
RAPID PIPE REPAIR
The World's Fastest Pipe Repair™

Siga a Kibosh en los siguientes canales de las redes sociales.

INICIENSE CONECTADO A Constru-Guía al día registrándose en línea.

PROCONSTRUCTION

PRODUCT SHOWCASE

The Pro Construction Guide Product Showcase is brought to you by Kibosh.

Burst water pipe, put a Kibosh on it.

Ideal for any professional in case of a water emergency whether it be an accidental perforation or a burst pipe due to cold weather.



- Quick, easy closing and effective pipe repair.
- Can be fitted when the leak is still in full flow.
- Can accommodate some fittings.
- Excellent water saving and damage limitation device.
- Suitable for metal, plastic and multilayer pipe.
- Can be fitted in tight spaces to clipped pipes and in the notch of a joint. [See Demo Video](#).
- Once fitted the pipe can continue to function normally hot or cold.

"The Kibosh saved me so much time on a repair last week that I bought 3 more for my truck today." Bob N. Handyman in Charlottesville, VA.

[Watch video to learn more](#)

[Shop here with free shipping](#)

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Follow Kibosh on the following social media channels.

STAY CONNECTED to Pro Construction Guide

JANUARY 25, 2018 PRODUCT SHOWCASE METRICS:



93,293

EMAIL NEWSLETTERS
DELIVERED



12,125

EMAIL NEWSLETTERS
OPENED



938

YOUTUBE CLICKED



688

AMAZON CLICKED



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FACEBOOK POSTINGS

From January 29 thru February 25, 2018 the Kibosh posting was exposed to both the Pro Construction Guide and Constru-Guía Facebook pages.

An amazing 3:39 was spent on the landing page by interested Pros. The high engagement on the posts garnered interest, then clicks to view the video on YouTube and finally to Kibosh's sales pages on Amazon.



SOCIAL METRICS:



42,299
REACHED



992
LIKED



241
SHARED



118
COMMENTS



815
YOUTUBE CLICKED



522
AMAZON CLICKED

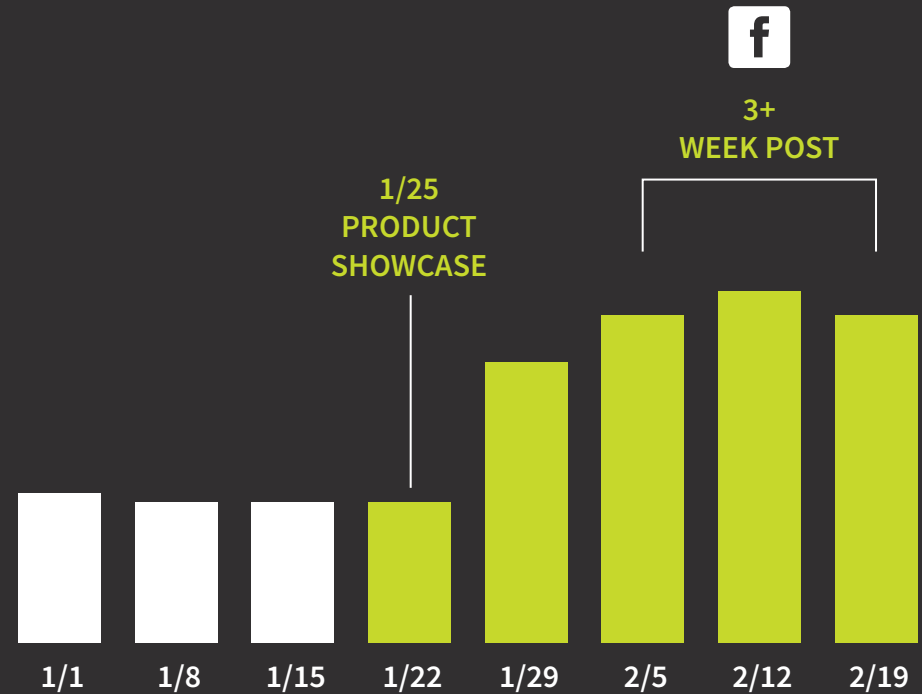
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RESULTS -

104% Sales Lift

The Product Showcase emails and layer of postings on Facebook more than doubled Kibosh's sales month-to-month. In addition, the Kibosh video was watched 1,753 times during the campaign.

KIBOSH SALES BY WEEK:



CONTACTS

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