



Case Study

Client

Heating & A/C Company

Quantity Mailed

35,000 Total for 6 Months

Target

Local Homeowners

Campaign Details

A heating & A/C company wanted to increase their client base but knew they needed more than just a traditional direct mail campaign to grab the attention of homeowners in their area. By integrating their mailed postcards with digital technologies such as SocialMatch, Call & Text Tracking, Online Follow-up, and Social Media Follow-up, they quickly became slammed with non-stop business.

They mailed 10,000 cards the first month, then 5,000 per month for 5 months, knowing that consistency and repetition are keys to an effective campaign. Another hallmark of the campaign's success was their valuable offers that enticed new clients, such as Free Estimates on New Equipment, \$59 A/C Check, Free 1lb. of Freon with A/C Check, and up to \$1,700 in Rebates. The campaign yielded 50-75 new clients per month, which resulted in \$75,000-\$157,500 of new revenue per month.

New Clients

50-75/mo.

ROI

\$75,000-
\$157,500/mo.

Avg. Lifetime Value

\$15,000

Total Calls Tracked

116

Facebook Ad Displays

21,385

Google Clicks

1,894

Facebook Clicks

223

Google Display Ads

429,056

Stay ahead of the heat with expert AC services!

Up to **\$1,700** in REBATES

24H SERVICE

HVAC Professionals

FREE ESTIMATES on new equipment

\$59 A/C CHECK

FREE 1LB. OF FREON with A/C Check

See back for details.

★★★★★ "Great company! Office staff is very pleasant technician, Josiah, has been taking care of my air conditioner and heat pump for years. I trust him and will continue with their yearly maintenance program!"

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