



CASE STUDY

CHALLENGE

A regional HVAC company wanted to increase their client base. Their repeat customer business was strong, but inbound leads and new customer conversions were low.

They had been sending direct mail to existing customers with coupons and offers but due to lack of resources and expertise in list procurement they had never expanded their outreach to prospects in their target area.

SOLUTION

We helped by developing a prospect list, based on key factors such as age of home, income level, target zip codes, and other key demographics. Then, using Direct Mail Boost, we integrated their mailed postcards with digital technologies such as SocialMatch, Call & Text Tracking, Online Follow-up, Social Media Follow-up, and LEADMatch.

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. With digital targeting as a companion to the direct mail piece, and LEADMatch to identify website visitors from the mailing list as well as anonymous visitors who weren't on their original list; they were able to refine their list over time to target the most engaged prospects.

RESULTS

1,000+
LEADS MATCHED

2,000+
NEW LEADS GENERATED
THROUGH LEADMATCH

THE CAMPAIGN YIELDED

50-75
NEW CLIENTS PER MONTH,
WHICH RESULTED IN

**\$75,000-
\$157,500**
NEW REVENUE PER MONTH

