

# Case Study

**Client**

Heating & A/C Company

**Quantity Mailed**

35,000 Total for 6 Months

**Target**

Local Homeowners

**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

**GOAL**

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.

**SOLUTION**

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.

**RESULTS**

**50-75 new clients per month**

**\$75,000-\$157,500 new revenue per month**

