

EMAIL

# CASE STUDY

Roofing Services Business



## Overview

### Campaign Focus

To drive estimate requests for roofing, siding and gutters.

### Campaign Length

8 Months

### Products Utilized

Email Marketing

Audience	Clicks
<b>675,000</b>	<b>4,612</b>
Opens	Open Percentage
<b>109,786</b>	<b>16.26%</b>
	Click Percentage
	<b>14.99%</b>

## Objectives

The objective was to increase estimate requests for roofing, siding, and gutter services by implementing a strategic email marketing campaign. We sent targeted, compelling emails featuring special offers, detailed service information, and client testimonials to engage potential customers. This approach was designed to prompt recipients to request estimates, enhancing lead generation and driving more business inquiries.

## Solutions

- ◆ We recommended a targeted email program focusing on homeowners with a 150K+ income, who owned homes aged at least 15 years old.
- ◆ With an audience of 675,000 email users that fell within the range of the target, the client received over 100,000 opens and over 4,600 people clicking through the email to their website; leading to a 16.26% open rate and 14.99% CTR.