

HVAC Contractor Gets Fast ROI

A local HVAC contractor used a two-part approach to Digital Household Targeting to target both new prospects and past customers. They quickly generated new business and impressive ROI from both.



THE RESULTS

APPROACH

Through discovery, we identified that the HVAC contractor had two opportunities in easy reach — new / recent movers to the area and former customers with older homes.

These two lists provided a handpicked prospect list for maintenance and potential new installations.

SOLUTIONS

In the first 3 months, the Digital Household Targeting strategy was rolled out with the following:

- Digital Household Targeting to Recent Movers in November 2022 through January 2023
- Digital Household Targeting to 2000 former customers who haven't engaged in the past 5 years
- ROI Tracking was formed to be able to attribute sales back to exact households in the campaigns

In the first
3 MONTHS they saw:

100% of the target audience saw an ad 10x/month

19.2% of their former customers re-engaged

15.8% of new movers targeted requested service

13 of the targeted prospects become new customers