

HVAC/ Plumbing Services

CASE STUDY

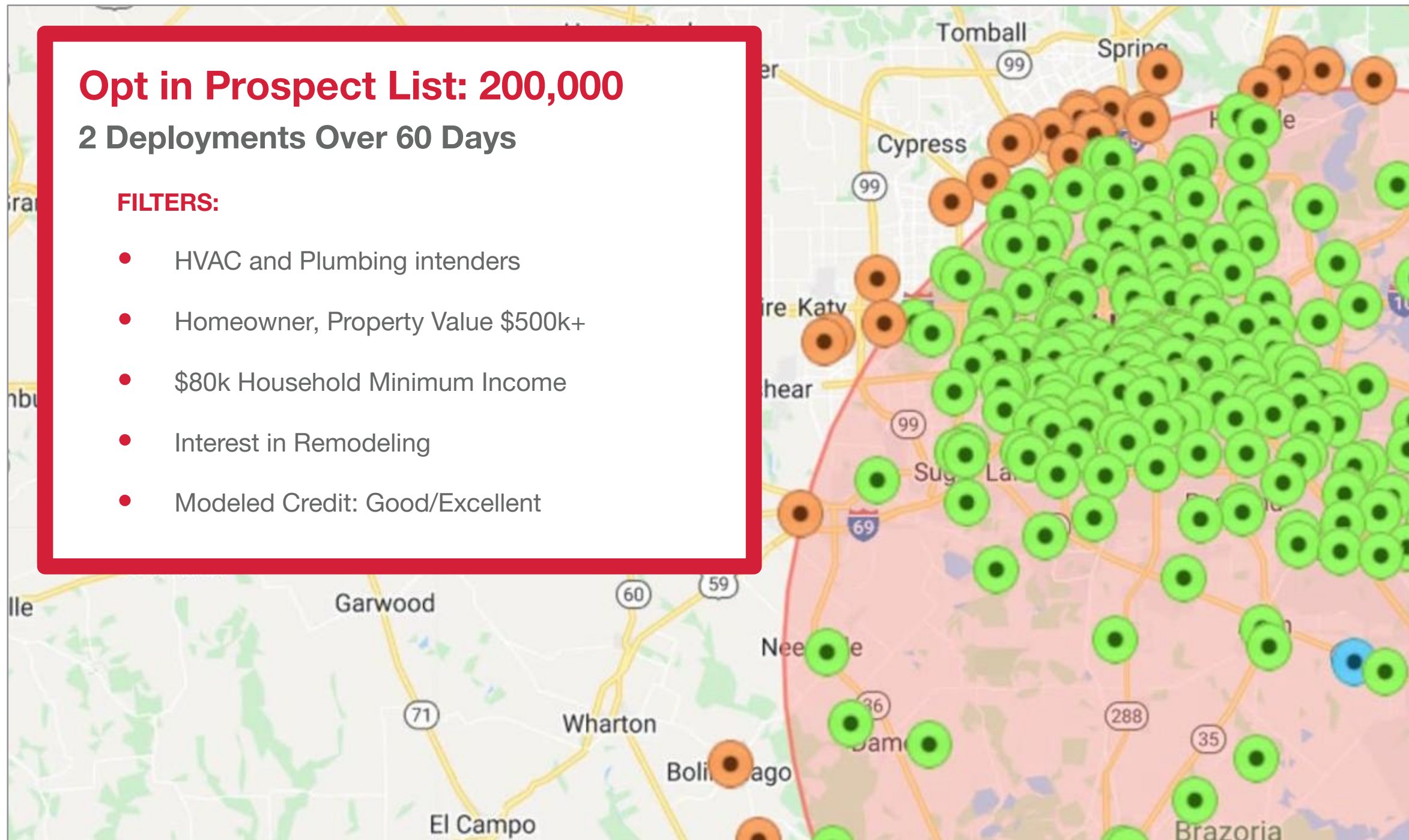
hvac and plumbing

Opt in Prospect List: 200,000

2 Deployments Over 60 Days

FILTERS:

- HVAC and Plumbing intenders
- Homeowner, Property Value \$500k+
- \$80k Household Minimum Income
- Interest in Remodeling
- Modeled Credit: Good/Excellent



design and deploy



The advertisement for 'Vets For You' is a vertical banner. At the top, a group of seven technicians in white uniforms stand in front of three white service vans. The vans have 'VETS FOR YOU' and 'Plumbing • Heating • Cooling' written on them. Below the photo is a red banner with 'FREE ESTIMATES' in white. Underneath is a dark blue banner with 'Easy Financing Available!!' and a button that says 'INSTANT APPROVAL'. The next section is red with 'HURRY IN FOR OUR HOLIDAY SALE!' and a paragraph about furnace, heater, and AC services, followed by a 'SAVE NOW' button. Below that is a section for 'TIME TO UPGRADE YOUR HOME HEATING, COOLING, OR PLUMBING SYSTEMS?' featuring the 'PremierProgram' logo. This is followed by 'UPGRADE TO WORRY-FREE!' and a paragraph about the Premier Program's benefits, with an 'ASK US ABOUT OUR PREMIER PROGRAM TODAY!' button. The bottom section features a photo of a technician working on a pipe, followed by 'Skilled Repiping Services in North County, San Diego', 'SAVE UP TO \$2,000 BY CALLING NOW!', 'The Benefits of Installing New Pipes', a list of three benefits, a 'LEARN MORE' button, and a final red banner at the bottom saying 'Save up to \$2,000 By Calling Now!'.

Plumbing • Heating • Cooling
VETS FOR YOU
Comfort for Your Genius

(855) 4968

FREE ESTIMATES

Easy Financing Available!! [INSTANT APPROVAL](#)

HURRY IN FOR OUR HOLIDAY SALE!
Whether you need to repair or replace a gas furnace, an electric wall and floor heater, a boiler system, or an AC system we're here to help! Get the perfect temperature this holiday season with Vets For You!

[SAVE NOW](#)

TIME TO UPGRADE YOUR HOME HEATING, COOLING, OR PLUMBING SYSTEMS?

 **PremierProgram**
WORRY-FREE HOME COMFORT

UPGRADE TO WORRY-FREE!
The Premier Program allows you to replace and upgrade your home comfort systems for a low monthly payment, while eliminating unexpected maintenance, repair, and even future replacement costs!

[ASK US ABOUT OUR PREMIER PROGRAM TODAY!](#)



Skilled Repiping Services in North County, San Diego
SAVE UP TO \$2,000 BY CALLING NOW!
The Benefits of Installing New Pipes

- A new piping system will improve safety measures by helping you avoid cross-contamination.
- Repiping with copper offers a simple solution to a problem that could get complex.
- Having your residential or commercial property repiped will help to eliminate waste.
- When you take care of a small problem now, a bigger and more expensive problem can be avoided.

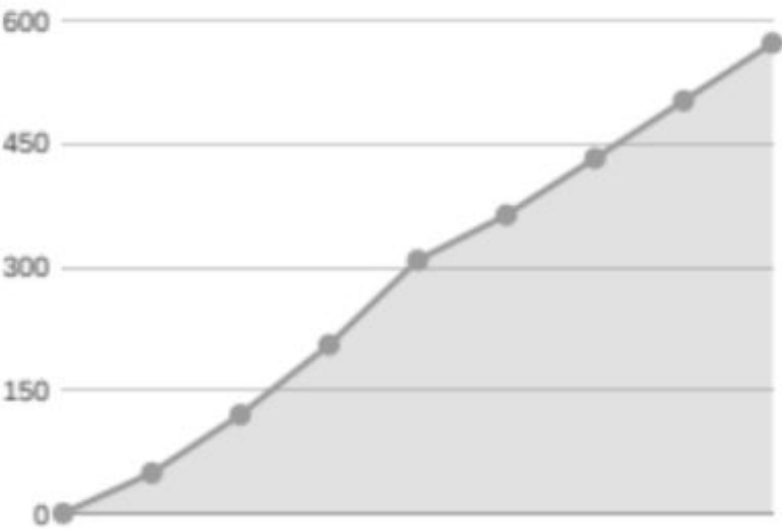
[LEARN MORE](#)

Save up to \$2,000 By Calling Now!

- Email Creative with your message linked directly to the relevant page on your website
- Our team of designers will provide a compliant proof for your review prior to launch
- Click tracking provides insight into which offer is receiving the most traction

attribution **matching**

SALES MATCH



Total Sales Matched: 22

20% of Total Sales

- Client supplied “Sales” file systematically matched to the Prospect List for real attribution reporting

NEW
22 (0 EXCLUSIONS)
\$0.00 (\$0.00)

USED
0 (0 EXCLUSIONS)
\$0.00 (\$0.00)

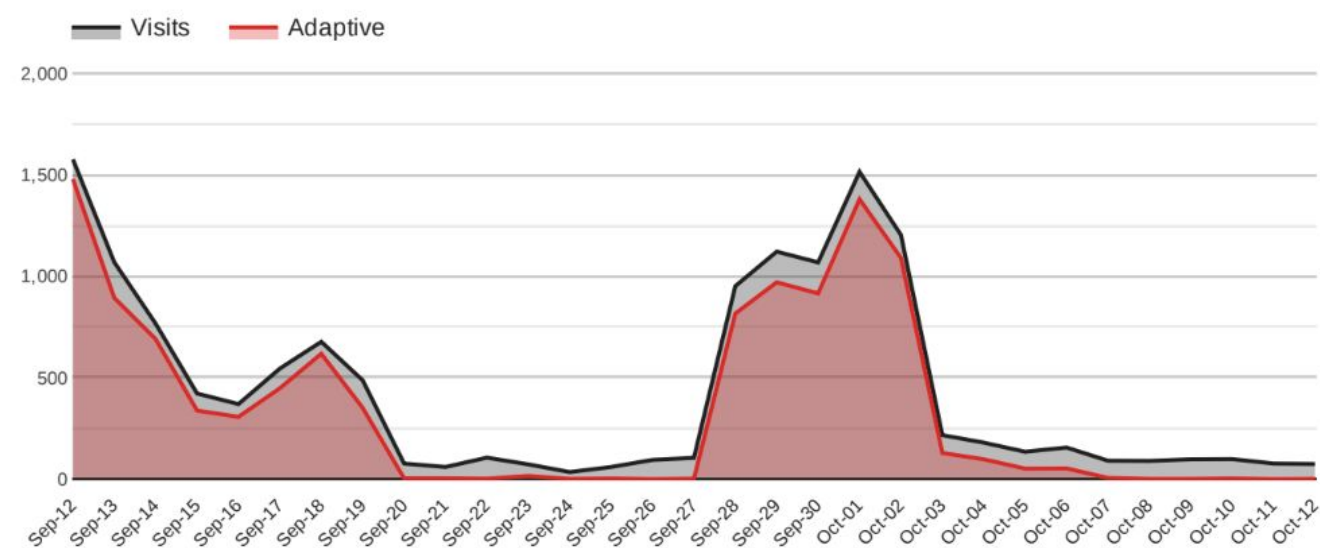


FINAL MATCHED
22
Gross Profit:
\$0.00

% OF TOTAL SALES
20%
Total Sold: 112

full google analytic reporting

EMAIL OVERVIEW



Overview

- Total Sessions: 10,670
- New/Unique Users: 10,402
- 97.49% Unique Traffic/New User
- Time on Site: 3:33

GOOGLE ANALYTICS

Source / Medium	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg Session Duration
→ e / Conquest	10,670	97.49%	10,402	22.29%	6.89	00:03:33
google / organic	1,839	82.33%	1,514	0%	1.18	00:00:48
(direct) / (none)	836	94.26%	788	20.22%	3.02	00:01:28
google / cpc	95	82.11%	78	0%	1.28	00:00:52
yahoo / organic	30	93.33%	28	0%	1.17	00:00:38
servedby.ipromote.com / referral	24	100%	24	0%	1.00	00:00:01
google / PPC	11	72.73%	8	0%	1.18	00:00:17
yogisdrainservice.com / referral	11	27.27%	3	0%	2.18	00:04:42
facebook.com / referral	10	100%	10	40%	1.00	00:00:01
bing / PPC	9	77.78%	7	0%	1.22	00:01:17

server stats

400,000 Emails

2 deployments to 200,000 prospects

- Total Opens: 66,832
- Average Open Rate: 16.71%
- Total Sessions: 10,045
- Average Session Rate: 2.51%
- Our metrics gets stronger with each deployment

SERVER STATS

Drop #	Deploy Date	Emails	Opens	Open Rate	Clicks	Click Rate
1	09-12-2022	200,000	30,941	15.47%	4,848	2.42%
2	09-28-2022	200,000	35,891	17.95%	5,197	2.60%
Total		400,000	66,832	16.71%	10,045	2.51%

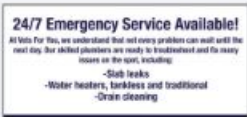
click tracking

Click Tracking by Offer

- Shows which part of your message is getting the most engagement
- Each graphic is deep linked to the most appropriate place on the website for highest conversion

DROP 2

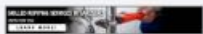
Deployed: 200,000

Links	Raw Clicks	Raw Click %
	263	5.06%
	493	9.49%
	227	4.37%
	160	3.08%
	974	18.74%
	564	10.85%
	1,139	21.92%
	279	5.37%
	435	8.37%
	663	12.76%

google ad remarketing

Display Ad Performance

- Google Ads are served to the entire prospect list after each deployment to increase engagement and frequency of brand message
- Additional 642 clicks and 138,000 impressions

DISPLAY ADS				
Ad	Labels	Clicks	Impressions	CTR
	728 x 90	382	76,280	0.50%
	468 x 60	207	57,156	0.36%
	336 x 280	32	2,236	1.43%
	300 x 250	21	2,328	0.90%
Total		642	138,000	0.47%

thank you!