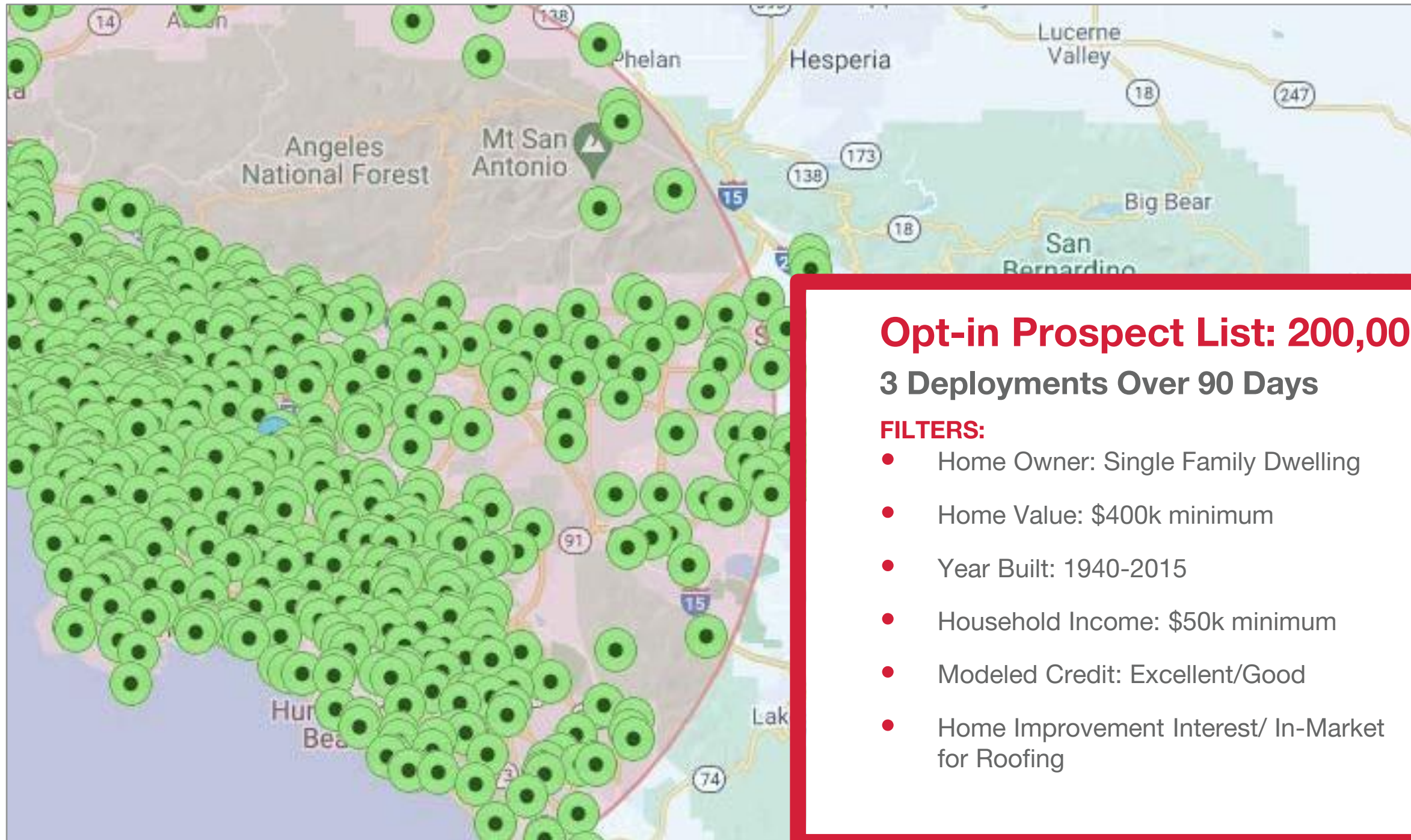


Roofing / Rain Gutter Company

CASE STUDY

roofing / rain gutters **company**



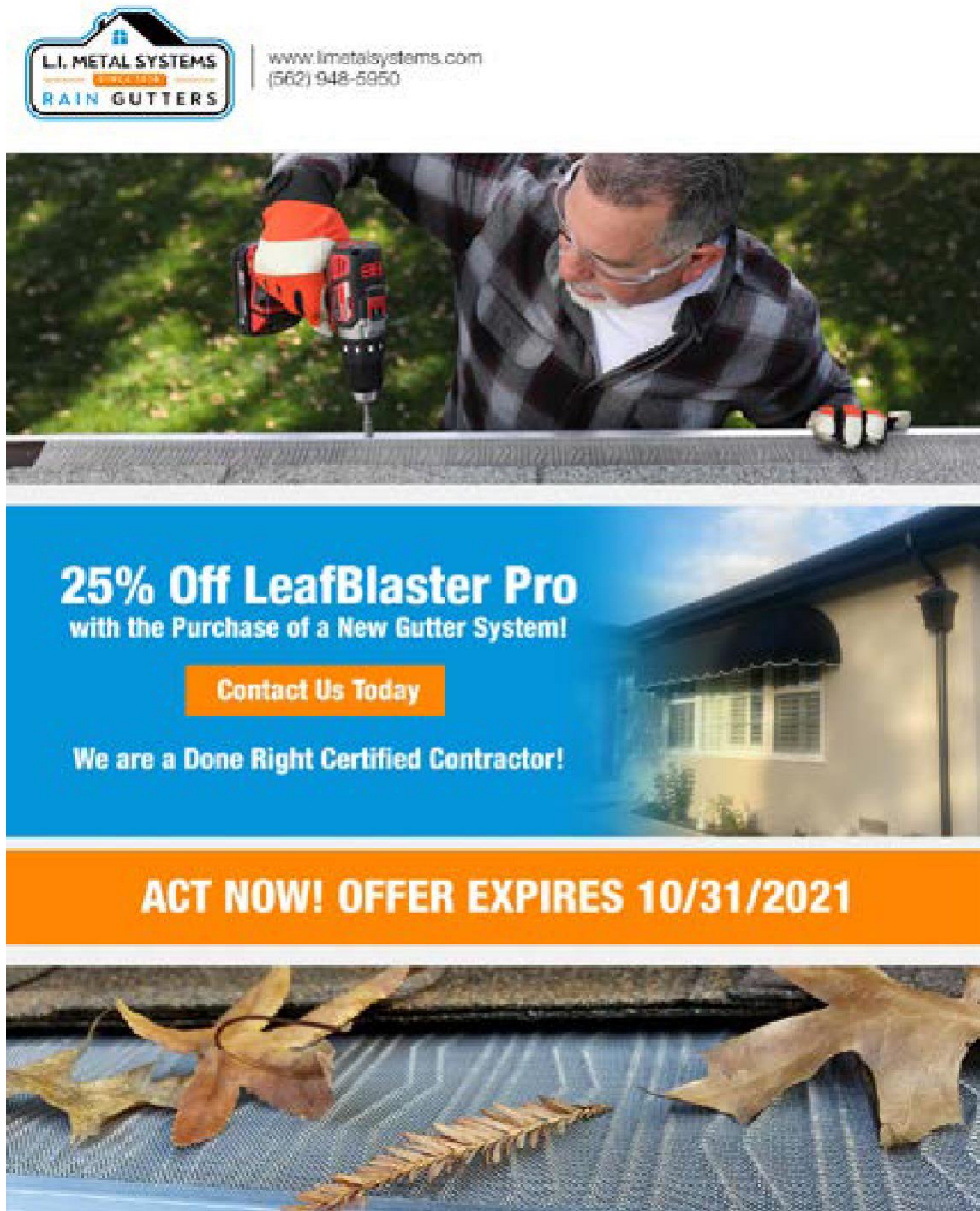
Opt-in Prospect List: 200,000

3 Deployments Over 90 Days

FILTERS:

- Home Owner: Single Family Dwelling
- Home Value: \$400k minimum
- Year Built: 1940-2015
- Household Income: \$50k minimum
- Modeled Credit: Excellent/Good
- Home Improvement Interest/ In-Market for Roofing

design & deploy



L.I. METAL SYSTEMS
RAIN GUTTERS

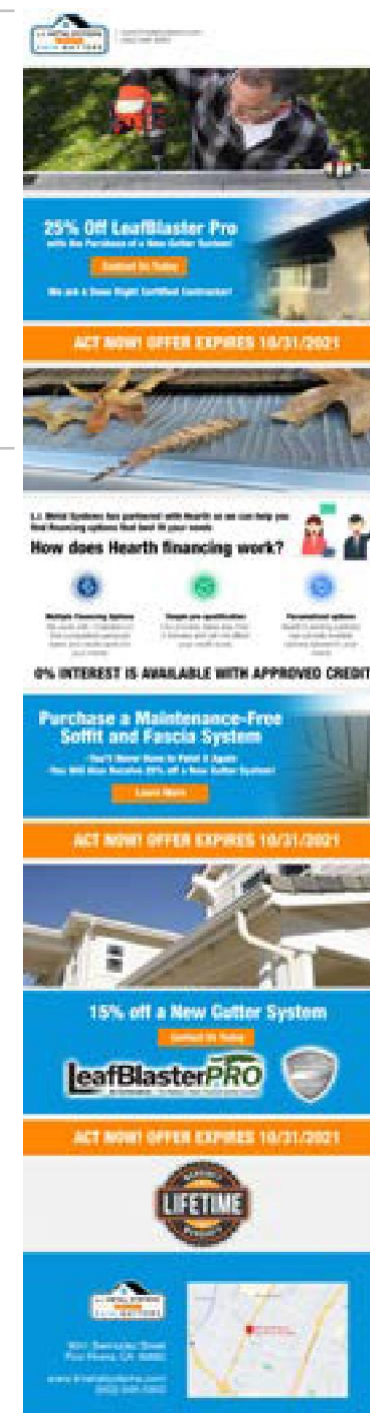
www.limetalsystems.com
(562) 948-5950

25% Off LeafBlaster Pro
with the Purchase of a New Gutter System!

Contact Us Today

We are a Done Right Certified Contractor!

ACT NOW! OFFER EXPIRES 10/31/2021



L.I. METAL SYSTEMS
RAIN GUTTERS

25% Off LeafBlaster Pro
with the Purchase of a New Gutter System!

Contact Us Today

ACT NOW! OFFER EXPIRES 10/31/2021

Purchase a Maintenance-Free Soffit and Fascia System

ACT NOW! OFFER EXPIRES 10/31/2021

15% off a New Gutter System

ACT NOW! OFFER EXPIRES 10/31/2021

LIFETIME

L.I. METAL SYSTEMS
RAIN GUTTERS

YOUR MESSAGE

Email Creative with your message linked directly to the relevant page on your website

DESIGNED

Our team of designers will provide a compliant proof for your review prior to launch

CLICK TRACKING

Click tracking provides insight into which offer is receiving the most traction

total sales **matched**

SALES MATCH

**Total Sales
Matched: 24**
8% of Total Sales

Client supplied “Sold” file, which is systematically matched to the Prospect List for real attribution reporting



0
EXCLUSIONS
\$0.00

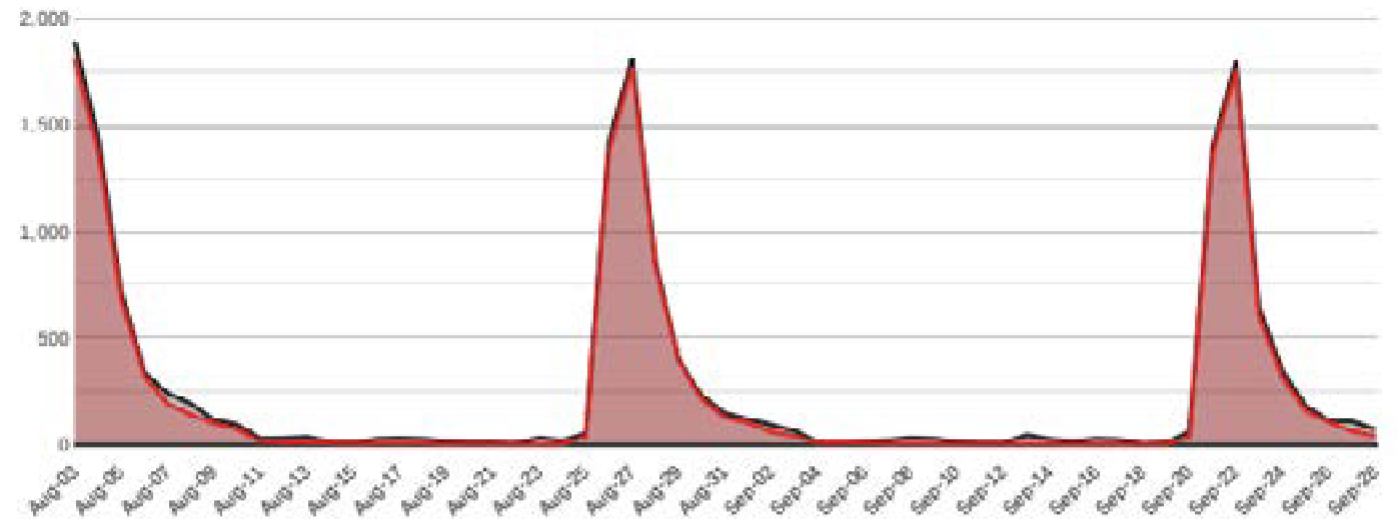
TOTAL MATCHED
24

% OF TOTAL SALES
8%
Total Records: 320

full google analytic reporting

Overview:

- #1 Traffic Source
- Total Sessions: 14,170
- New/Unique Users: 13,430
- 94.78% Unique Traffic/New User



GOOGLE ANALYTICS

Source / Medium	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg Session Duration
Conquest	14,170	94.78%	13,430	58.55%	1.66	00:01:30
(direct) / (none)	683	90.63%	619	68.08%	1.95	00:01:30
google / organic	333	47.75%	159	51.35%	2.97	00:03:07
localiq / xmo	77	90.91%	70	71.43%	2.74	00:02:17
m.facebook.com / referral	40	85%	34	82.5%	1.60	00:00:39
bing / organic	37	62.16%	23	51.35%	2.46	00:01:39
baidu / organic	36	100%	36	100%	1.00	00:00:00
facebook.com / referral	30	100%	30	96.67%	1.07	00:00:01
houzz.com / referral	18	77.78%	14	61.11%	1.33	00:00:33
l.facebook.com / referral	12	16.67%	2	33.33%	5.17	00:05:19

server stats

600,000 Emails Sent

3 Deployments to 200,000 Prospects

- Total Opens: 108,249
- Average Open Rate: 18.04%
- Total Sessions: 12,972
- Average Session Rate: 2.16%

SERVER STATS

Drop #	Deploy Date	Emails	Opens	Open Rate	Clicks	Click Rate
1	08-03-2021	200,000	30,136	15.07%	4,186	2.09%
2	08-26-2021	200,000	39,337	19.67%	4,644	2.32%
3	09-21-2021	200,000	38,776	19.39%	4,142	2.07%
Total		600,000	108,249	18.04%	12,972	2.16%

non-bounce sessions

Non-Bounce Sessions: Identify your most active digital shoppers

- New Users: 5,787
- Average Time Onsite: 3:38
- Pages per Session: 2.59

NON-BOUNCE SESSIONS

Source / Medium	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg Session Duration
Desktop	4,978	99.28%	4,942	0%	2.45	00:03:33
Mobile	717	93.58%	671	0%	3.23	00:03:58
Tablet	179	97.21%	174	0%	4.03	00:04:24
Total Combined	5,874	98.52%	5,787	0%	2.59	00:03:38

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 3			Deployed: 200,000	
Links	Raw Clicks	Raw Click %		
	588	14.20%		
	912	22.02%		
	543	13.11%		
	841	20.30%		

google ad remarketing

Display Ad Performance

- Increased engagement and frequency of brand message with Google Ads served to the entire prospect list after each deployment.
- Additional 1,807 clicks and 58,199 impressions

DISPLAY ADS				
Ad	Labels	Clicks	Impressions	CTR
	336 x 280	1,466	15,389	9.53%
	468 x 60	299	37,028	0.81%
	728 x 90	36	4,880	0.74%
	300 x 250	6	902	0.67%
Total		1,807	58,199	3.10%

thank you!