

CASE STUDY:

Home Improvement

A national brand that primarily works within the home improvement industry came to us and wanted to test the efficacy of Digital Direct Mail (IP Targeting). They consistently ran direct mail and when they learned how Digital Direct Mail complimented their direct mail campaign, they were excited to see how it would increase conversions and revenue.

HERE ARE THEIR RESULTS:

- 30 separate campaigns
- 24 month time span
- 20 different markets across the country
- Control group of 2+ million ONLY received physical mailer
- 1.7 million targets received DDM
- Target determined based on age of home, home ownership, and household income
- Over 17 million impressions served
- Targets 33% more likely to become leads
- COM = 8.75%
- ROAS 1065%
- \$5,000,000 in incremental sales attributable to these campaigns

CAMPAIGN HIGHLIGHTS FOR TARGET GROUP

\$10 Returned for every \$1 spent



\$5,000,000

incremental additional revenue

33%

more likely to purchase



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