

## OUR WORK

### Company

A home improvement business that specializes in exterior remodeling sought a better solution to communicate quickly and convert soft inbound leads. Their primary goal was to win more opportunities and increase their schedule rate.

### Challenge

Our dedicated Certified Marketing Partner launched Persona Drip Campaigns in two of their divisions with the most inbound leads. With a high lead volume, we were able to A/B test messaging quickly, and support high open rates for the various Alenco campaigns.

Nearly every campaign saw above a 23% open rate, which beats out the industry average of 16% by nearly 20%. Since coming onboard with SolSource, this client has been able to generate 4% engagement via the drip campaign to supplement their outbound dial efforts. Consumers are consistently entering the sales funnel via our email and SMS methods to provide consistent schedule rate improvement and attributable revenue.



### CASE STUDY

### Results

**28%**

Open  
Rate

**9%**

Close Rate on  
Form Fills

**67:1**

ROI

Powered by SolSource Certified Marketing Partner - Think Unlimited

**THINK  
UNLIMITED**



## Campaign Email Sample



## Landing Page Sample

