



## OUR WORK

### Challenge

A national home services company that specializes in windows, doors, siding, roofing and bathroom 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.

### Solution

Our Certified Marketing Partner launched persona-based drip campaigns in Campaign to increase schedule rates and engagement from QuinStreet and HomeAdvisor leads. We consistently produce over 6% engagement from leads that are being fed to our email and SMS drip campaigns. These efforts have helped our client connect with inbound leads from these sources at a significantly higher rate and provides consistent attributable revenue.

## CASE STUDY

## Results

**33%**

Open Rate

**31%**

Increased RPL

**\$4,118**

Increase in Average Ticket

**51:1**

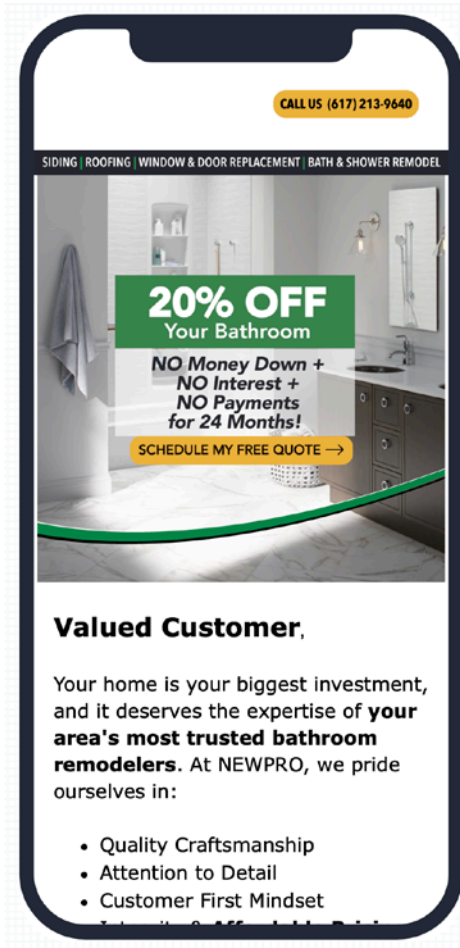
ROI

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## Campaign Email Sample



## Landing Page Sample

