

CASE STUDY

National Home & Hardware Retailer



Objective

Identify existing customers in need of window or roofing replacements earlier in the sales cycle.



Solution

PGM provided proprietary data markers on existing customers to trigger targeted promotional marketing campaigns focused on window and roof repair/replacement.



Channels

Direct mail and CRM email.



Home Factors
POWERED BY PGM



RESULTS

Over a six-month test, the campaign delivered **30% higher response rates** compared to the retailer's existing analytical models.