

Case Study

National Home Building Supplier

 Manufacturing

Business Challenges and Strategy

This national home building siding supplier markets and sells their building materials through distributors such as builders and contractors. They needed a way to expand their brand recognition and increase local sales and job bookings through their approved and prospective distributors.

Strategy, Goals and Results

Multichannel Campaign

OneTouchPoint created and executed a five-month multichannel campaign pilot for a participating distributor designed to drive sales of their product and increase installation jobs for the distributor. The distributor paid for the campaign, and received a rebate for the total cost in return.

The campaign included the following channels:

- Direct Mail Postcards
- Google Paid Search
- Facebook/Instagram Social Ads
- Landing Page Templates for lead capture and campaign tracking

Analyze & Report

OneTouchPoint monitored each promotion channel, including trackable phone numbers that were set up and used solely for this campaign. This enabled non-trackable direct mail the ability to be analyzed. They were able to monitor the performance of the campaigns effort and see what worked best.

CAMPAIGN RESULTS



500% return on advertising spend with targeted multichannel campaign



Technology Solutions Implemented

- U.Connect Through Channel Marketing Automation Platform capabilities leveraged:
 - Local marketing campaigns
 - Reporting
- Marketing Services
 - Campaign management services
 - Digital advertising
 - Social media advertising
 - Landing pages
 - Custom reporting
- Order Management & Fulfillment Solutions
 - Direct mail