

# Client Success Story: Leading U.S. Home Improvement Company

## Synopsis

The client leveraged FreshAddress's email appending service to generate \$220,000 in sales on its \$16,416 investment, a 1300% ROI, while adding over 53,000 new customer email addresses to its database.



## Appending

## Background

The client operates in over 100 markets throughout the U.S. and is one of the country's largest home improvement companies. The company relies heavily on email to set appointments with customers and nurture them through the buying process to the point of conversion. The decision to invest in an email appending service was an easy one for the client because their response rates via email are substantially higher than for any other channels.

## Challenge: Unengaged Prospects

The client had a robust database of postal information but lacked email addresses for many contacts. When the company couldn't reach customers via email, it struggled to:

- Schedule appointments with customers who had indicated an interest in a product demonstration; and
- Close sales with customers that had participated in product demonstrations.

Without working email addresses for many of its customers, the client was losing touch with them and missing out on many high-value opportunities.

## FreshAddress Solution

The client used FreshAddress's email appending solution to acquire 100% guaranteed deliverable email addresses for nearly 50% of its input file. The addition of more than 53,240 new email addresses to its database enabled the company to generate a 1,300% ROI on its first project. It reported booking over \$220,000 in sales from its initial investment of \$16,416.

Looking deeper into the data, the company realized a 700% ROI on customers that had not yet set an appointment. Customers that had run a demo, but not yet converted, resulted in an ROI of 4,100%.

FreshAddress is now a preferred vendor of the company's home office, which has led to additional append business with a growing list of its franchisees throughout the U.S.