

National Home Building Supplier

A national home building supplier drives product sales and captures a 500% return on advertising spend with targeted multichannel campaign.

The Business Challenge:

The 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.

OneTouchPoint Solution:

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 tracking phone calls that were placed from the campaign phone number on the direct mail pieces. They were able to monitor the performance of the campaigns effort and see what worked best.

Contact OneTouchPoint Today

Visit 1touchpoint.com or email info@1touchpoint.com.

Campaign Results

- **500% return** on advertising spend