

HVAC Dealer Drives Engagement and ROI

Goal

Drive customer calls into local HVAC dealers for seasonal tune-up appointments and requests for estimates on new systems.

Results

Valassis Digital met and exceeded the client's objective and generated a strong return on investment.



How We Did It

Valassis Digital utilized an integrated print + digital media approach to reach consumers both at home with custom Variable Data Postcards and away with location aware-dynamic mobile ads.

Both print and digital creative highlighted limited time pricing and financing options with contact information for consumers to call their nearest dealer.



The response rate among HHs receiving print + digital surpassed the digital only response rate of 0.05%.



Client provided sales data was used to measure the increase in sales and calls as a result of the integrated campaign.