

## 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.