

## CASE STUDY

# Regional Home Services Contractor



### Objective

Expand customer base within their service footprint by identifying unique, high-intent audiences before competitors.



### Solution

PGM analyzed consumers moving into the contractor's territory and applied Home Factors to pre- and post-mover data, layered with demographic filters, to create a custom audience segment.



### Channels

Social media and direct mail.



Home Factors  
POWERED BY PGM



## RESULTS

In the first 3 months, the campaign delivered a **6:1 ROI**, driven by redemptions tracked through unique offer codes on direct mail pieces.