



Home Factors
POWERED BY PGM

Home Factors Audience Segment Drives 1047% ROI for Regional Home Improvement Brand

A regional home improvement brand needed to target homeowners with urgent needs for exterior repairs for windows or roofs.

Home Factors leveraged AI to analyze property conditions (interior & exterior) to identify homes most likely in need of exterior upgrades, with a focus on homes showing signs of potential window or roof repair needs

As part of a broader, multi-channel strategy, these segments significantly outperformed traditional targeting methods, delivering results over **600% higher than standard consumer audience approaches.**



Results



1047% ROI



600+%

higher performance than traditional targeting methods.



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