

Lawn Care Brand Achieves **53% to 87% Sales Lift** by Linking Online Banner Ads to Direct Mail

CHALLENGE/OBJECTIVE

Patriot Go Green Lawn Care + Pest Management had been running the same campaign season over season and was looking to improve response and sales volume through their seasonal prospect campaign.

SOLUTION

Direct Mail + Target Online Banner Ads. Highly personalized letter including a customized offer based on specific services and approximate lawn size. Based on prior success with clients experiencing the same marketing fatigue in a crowded space, BKM Marketing recommended testing a multitouch and multichannel strategy to determine if additional touch points would improve response and overall sales.

Prospect Test Approach

- Test mailing records 1x vs. 2x
- Test serving direct mail records with digital ads

PNS/Cancelled Test Approach

- Mail 4x with targeted digital ads vs. Mail 4x without digital



RESULTS

- ▶ Impact of testing targeted banner ads + direct mail drove a 53% - 87% lift in sales vs. direct mail alone.

87%

lift in sales across records receiving targeted digital display ads

53%

lift in sales across records receiving two direct mail pieces, rather than one

28%

lift in overall sales compared to prior campaign