

MARKETING CLOUD CASE STUDY

Improving the Homeowner Experience to Drive Better Business Outcomes

The Situation

Renewal by Andersen, a leading provider of replacement windows and doors, is driven to improve the homeowner experience through the continued optimization of their communications—both to homeowners, as well as affiliate contractors. But given the company's size and correspondingly large scope of its location-based personalization needs, this is no easy task. To address this ongoing challenge, RbA partnered with Bold Orange on new and existing communications campaigns to ensure the timeliness and relevance of the company's messaging—an engagement that helped foster stronger relationships and better business outcomes.

Our Approach

Looking to kickoff the engagement with some immediate results, we began with an assessment of in-market campaigns to find opportunities for easy improvements to the targeting, frequency, and deliverability of email campaigns. Stepping back, we searched for gaps in the overall consumer lifecycle experience and created new strategies and campaigns to fill those experiential voids. Finally, we worked to optimize and create greater personalization for all experiences in market. We did this all while monitoring and tracking key business KPIs—like lead conversion and revenue attribution.

The Impact

By addressing core issues—email deliverability and too-frequent or not-frequent-enough targeting—we were able to immediately improve Renewal by Andersen's lead-to-consultation conversation rate. We also saw a nearly 20% increase in locations participating in Homeowner Experience programs due to improved performance. Since our original engagement, the programs have advanced and increased in performance year over year.



Solution Overview

- SFMC Email Studio / Journey Builder (Email and Campaign Automation)
- SFMC Advertising Studio (Paid Social Campaigns)
- SFMC Mobile Studio (SMS)
- MC Personalization
- Print For Less (PFL) Digital Direct Mail SFDC Integration (Direct Mail Postcards)

Our ambition is **delivering success** for our clients—however they define it. That begins with a clear understanding of goals and a detailed measurement plan. From there, we work tirelessly to ensure project vision, budget, expertise, and deliverable needs are exceeded.