

Hail Campaign

Pella Windows & Doors of Colorado

magneti
CASE
STUDIES

EXECUTIVE SUMMARY

Colorado consistently ranks in the top 5 states for the highest number of hail damage claims, and Pella Colorado wanted to serve more customers when these storms hit. They had purchased software that alerts them when and where a hailstorm occurs, but hadn't utilized it in any marketing efforts.

Pella Colorado partnered with Magneti to design and implement an effective, event-triggered hail campaign.

For an advertising and services spend of \$160k, Magneti drove **\$2.1 million in revenue (with \$5.4 million in outstanding quotes)** over the course of three months through a variety of traditional and digital marketing channels.

ABOUT THE CLIENT



Part of a national network of Pella Windows & Doors, Pella Colorado has been helping homeowners replace and repair commercial window and door needs across the front range for over 25 years.

CHALLENGE

When hail storms hit, some of the damages are obvious (i.e. a shattered window), but windows can also receive hidden damage that's often missed by homeowners.

After a storm, insurers will close a claims window after a set period of time - meaning that, after a specified date, insurers will no longer accept any claims to fix window damage. Homeowners often experience the impact of these hidden damages long after the claims deadline has passed, forcing them to replace their windows without insurance coverage.

Pella Colorado wanted to help more homeowners submit complete claims with hidden damages included, which results in fully repaired windows for the homeowner and more revenue for Pella paid for by an insurance claim. They had purchased social monitoring software to alert them when and where a hailstorm hits, but hadn't implemented any hail-specific marketing campaigns.

SOLUTION

Moments after hail storms hit in Colorado, Magneti took Pella from a list of street addresses to a targeted list of houses we could reach via direct mail, email, remarketing on multiple channels, and IP address-matched display ads:

- Magneti exported an initial list of street addresses affected by the hail storm.
- Magneti appended home value and income data to narrow down to a list of relevant targets, then appended the target list with email addresses. We then matched IP addresses to target street addresses.
- Magneti then worked with Pella to separate target existing customers from potential customers.



DATA SOURCE
HAILTRACE



APPEND DATA



SEGMENT PELLA CUSTOMERS

Magneti collaborated with Pella Colorado to identify the right offer for these audiences:

- We identified a few key windows (pun intended) of urgency based on insurance claim deadlines.
- Pella offered free assessments to ensure homeowners didn't miss out on getting hidden damage fixed.

PROCESS & CHANNELS

Magneti utilized a variety of traditional and digital marketing channels to drive optimal results with messages targeted to each identified segment. Creative went out the door quickly after the storm hit while potential damage is top of mind for homeowners and leads were managed in HubSpot.



RESULTS

Spend	\$160,000
Impressions	3,297,358
Traffic	11,397
Total Leads	225
Customer Leads	78 from current customers
Cost per Lead	\$246.41
Closed Business	\$2.1m (\$5.4 in outstanding quotes)

Note: data as of 4/16/21, a percentage of total leads were self-generated

WANT RESULTS LIKE THIS?

ABOUT MAGNETI

Magneti is a digital marketing agency based in Colorado. Our team of experienced and innovative marketers develop custom marketing strategies designed to grow organizations and tell their stories online. Our end-to-end digital marketing services include SEO, PPC, user experience strategy, content strategy + development, email marketing and more. [Contact us](#) to learn how we can put our solutions to work for you.



info@magneti.com
612 N. Tejon St.
Colorado Springs, CO 80903
(720) 515-4805