



## Case Study

### Bathroom Remodeling Franchise

#### The Challenge

An international bathroom remodeling franchise was looking to leverage data to identify qualified prospects and direct mail to motivate those prospects to action. With multiple locations throughout the US and Canada, they were also needing to drive higher efficiencies across locations and reduce the decision workload involved in multi-location outbound marketing campaigns.

#### The Solution

By analyzing current and historical customers within each franchise location's service areas, we were able to create an ideal profile of what a prospective customer "looks like" and how many possible target prospects existed within each assigned zip code.

Through our web-based portal (drive-thru), each franchise location can manage all aspects of each campaign. With the added support of dedicated ddk account managers, they can quickly determine the best options for each campaign, specific to their individual location needs.

By aggregating all location campaigns through drive-thru, each location enjoys the cost and operational efficiencies of a much larger corporate entity.

#### The Results

Through improved targeting and consolidated purchasing across multiple participating locations, the average ROI for their direct mail campaigns is tracking a rate of 574%. When comparing prospects that received a direct mail offer (in addition to their digital marketing methods) vs. clients that only received digital marketing campaigns, the average sale is 48% higher.



Data analytics  
and location science  
pinpoints new  
prospective customers

DDK Marketing provides end-to-end direct marketing solutions developed to support national or regional multi-location brands, at a local or individual location level. We help identify active and predictive prospects, or underperforming customer segments, and help tell your story and build your business. Our solutions include Data Services, Creative Development, Market Strategy, Production Management, and Mailing/Fulfillment Solutions.

Contact us today  
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