

EQUIPMENT SALES CASE STUDY



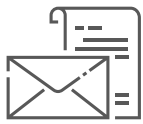
GOAL

Increase hot water heater sales through a highly targeted equipment sales campaign.

PROCESS

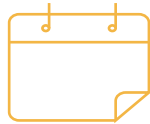
The company utilized their TankSure database to identify customers who would benefit most from a hot water heater replacement. A custom print mailing was sent to this specific target group.

RESULTS



260

Equipment
Sales Letters
Sent



21

Sales
Appointments



7

Hot Water
Heaters Sold
& Installed



\$19,578

Total
Revenue

"We're very pleased with the results of our recent hot water heater equipment sales campaign. The customer data is readily available in the TankSure portal so we could quickly develop, create, and send the campaign. Once our customers received their letters, we started to see results. We're excited to complete more targeted equipment sales campaigns with TankSure this year." —Ryan Jackson, COO, D.F. Richard