

SUCCESS STORY / DIGITAL MARKETING

Custom Cabinet Manufacturer

Campaign Highlights:

OBJECTIVES: Generate qualified leads for a custom by targeting homeowners actively considering renovation projects, with a strong emphasis on converting interest into direct quote requests

TACTICS USED: Email Marketing

DURATION: 3 Months

MARKET: Michigan

Strategy & Solutions:

- We executed a two-part email campaign targeting a carefully curated audience of home improvement intenders—consumers actively browsing and engaging with renovation-related content online
- Creative: professionally designed HTML emails with brand-aligned messaging and a clear “Get a Quote” CTA
- Audience: verified home improvement intenders
- Deployment Schedule: two deployments, six days apart
- Leveraging Google Analytics, we observed an increase in web traffic compared to 16 days preceding the email campaign



Results:

336%
INCREASE
in New Website
Visitors

289%
INCREASE
in Page Views

246%
INCREASE
in “Get a Quote”
Conversions

This campaign shows how strategic email marketing, paired with precise targeting and compelling creative, can transform consumer interest into real business growth. For this custom cabinet brand, the result was more leads, more engagement, and more opportunities to close new jobs.