



## Champion Is Driving New Customers to Dial in at Their Call Center with Direct Mail Retargeting

### Customer Story



Champion Windows and Home Exteriors is a leader in the home improvement industry. Their continued devotion to quality, value, and customer service make them a fierce competitor. They are semi-national, with 47 markets, having no distributors or certified contractors, and they are hands-on for every step of their process.

Founded in Cincinnati, OH, in 1953 with over six decades of experience and expertise, Champion's windows are backed by their Limited Lifetime Warranty and recommended by more than 9 out of 10 recent Champion customers. Champion offers custom-built replacement windows, sunrooms, siding, and entry doors. They make home improvement projects easy by designing, building, installing and guaranteeing every window they make. It's true single source accountability.

### The Objective

Champion drives their appointments through omnichannel markets, robust TV schedules, online, social media, and direct mail. The central office controls its extensive marketing decisions and planning. They are able to set customer's free in-home estimates through their call center or customers can book themselves online. Marketers know that

finding new advertising channels with a high performance is difficult to come by. Champion's goal was to find the most effective marketing strategy, giving them an advantage over their competition. They were constantly looking for changes in consumer behavior, turning to trend analysis.



“Partnering with NaviStone to add this new and responsive channel to our acquisition efforts has been valuable to our overall marketing strategy. We're always looking for new ways to acquire new customers and by using the digital intent signals from our own website browsers to remarket through direct mail is proving to be a great driver of performance and a cost-effective way to generate appointments.”

Sam Brubaker, Vice President of Marketing  
Champion Windows

### The Strategy

NaviStone was selected as an additional vendor to help build out Champion's multi-channel marketing strategy. Champion knew early on that combining digital signals with a direct mail piece would prove invaluable in their marketing stack while also being low-risk due to retargeting only to those uber engaged on the market-specific Champion websites. Direct mail is tangible and has been a proven solution for Champion for decades. To take the triggered direct mail one step further, Champion leverages localized phone numbers for each of their markets to track inbound call performance.

If a site browser lives in Denver Colorado and is browsing the Denver market website, a postcard is mailed with a local 303 phone number. The same for a Cincinnati market. A browser in this market would be sent a card with a 513-phone number. This allows a consumer to feel like they are calling their local Champion store, not the corporate HQ. This channel works so well, that Champion finds they continue to receive calls from direct mail sent three years prior, proving direct mail combined with digital signals has staying power and it works!



### The Results

Not only does digitally triggered direct mail drive strong performance for Champion, but it outperformed other marketing efforts in terms of cost per appointment.

- Direct mail retargeting 66% lower vs the average CPA (cost per appointment)
- Social retargeting 50% lower vs the average CPA
- Digital retargeting +300-400% higher than the average CPA

By executing a postcard program which allowed the home services company to identify browsers, model & segment the data and deliver a personalized postcard within 24 hours, Champion was able to drive qualified leads substantially lower than their KPI, by nearly two-thirds.

