Case Study:

fullthrottle.ai Boosts Lead Conversion Rate for HVAC Company

fullthrottle.ai / Case Studies / Home Improvement / HVAC Company

Challenge

An HVAC company based in a single market, was grappling with a challenge familiar to many businesses: increasing the number of leads that result in sales. The company wanted to not only generate quality leads but also identify which of these leads were converting into actual dollars.
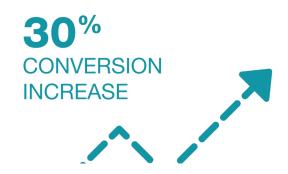
> The company had a goal to enhance its conversion rate and establish a robust system that would allow the company to effectively track the leads that were transforming into revenue-generating customers

Tactics

To address this challenge, this HVAC company used fullthrottle.ai's patented technology to identify and resolve their website visitors into first-party addressable households, thereby generating a pool of potential leads.

By delivering display and social ads as well as direct mail to these fullthrottle.ai identified households, the company could instantly immerse their audience through various channels, reinforcing their presence and enhancing the chances of conversion.

Using fullthrottle.ai's platform to view and match identified households to actual sales, provided this HVAC company a clear picture of which leads are turning into dollars.

30%
CONVERSION INCREASE

Results

fullthrottle.ai's patented AdTech brought about tangible results for this HVAC company. The company saw a 30% increase in conversions in their first year using fullthrottle.ai. In an industry with long journeys to purchase and high job values, this is a phenomenal win.

This success story showcases how utilizing innovative technology like fullthrottle.ai can yield significant results. The strategic use of first-party data and multi-channel marketing increased conversions,

proving the effectiveness of fullthrottle.ai's solution. By providing the tools to not only generate leads but also track their conversion into sales, fullthrottle.ai empowers businesses to effectively measure ROI and make data-driven decisions.

FEATURES USED

Direct Mail

Social Media

Digital Display Ads

Increase lead conversion rates

Generate quality leads and convert them to real sales

SCHEDULE A DEMO

fullthrottle.ai™

Generating and transforming 1st party household data for Agencies, Media, & Brands – with no reliance on cookies or mobile ad IDs. Powered by Patented Technology.

PRODUCT DEMO

sales@fullthrottle.ai

PRODUCT SUPPORT

helpme@fullthrottle.ai

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