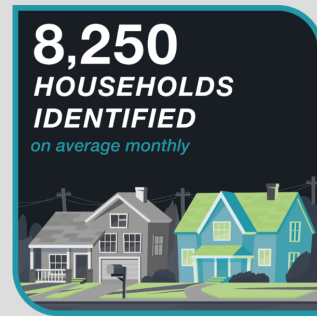**Case Study:**

Home Improvement Window Company Expands into 14 Regions with fullthrottle.ai

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

5.25%
INCREASE
in sales

Able to expand from
8 to 14 *REGIONS*
using first-party data driven-results

8,250
HOUSEHOLDS
IDENTIFIED
on average monthly

Challenge

A national multi-market home improvement company wanted to grow its business into more regions.

They needed a way to identify their critical geographic areas to know where they should expand to meet their potential consumers

With fullthrottle.ai, you can see where your website visitors come from as the program transforms their previously programmatic audiences into first-party, household-based data.
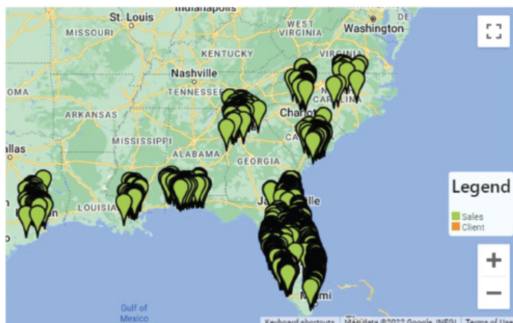
5.3 Days
Average Shopping Timeline

4.4 Pages
Average Pages Visited

933 Units
Total Sales

Results

By leveraging fullthrottle.ai's patented identification technology, this window company obtained insights into market intenders, which

80 | 600 sales
64.3%
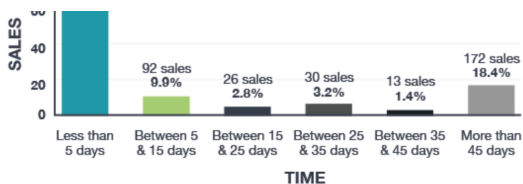
BUYER GEOGRAPHY

helped them determine their next priority markets for business expansion. On average, 8,250 households are identified for this window manufacturer—per month!

Not only does this window company know where to target their best customers, but they also experienced a 5.25% increase in sales due to fullthrottle.ai, which sends automatic instant marketing, including SmartMail, digital display, social media, and look-back. In addition, our **Immersive Household**® managed advertising sends the right message at the right time to their website visitors.

fullthrottle.ai has been so influential in growing their business that our software is automatically included in their marketing budget when new markets are added. For example, when they first started with fullthrottle.ai, this window company had eight markets. They have since expanded to 14, with plans to add three additional markets before the end of the year.

Gain Insights and Grow Your Business

See how fullthrottle.ai can provide geographical and territory insights to grow your business

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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