

Water Filtration Company

How our mover campaigns drove new customers



Challenges

The water filtration company needed an efficient way to target new movers for their services, while ensuring their marketing efforts were cost-effective.



Solutions

- ✓ New Mover Gift Book
- ✓ New Mover Postcard
- ✓ Follow-Up Booklet
- ✓ Strategic Distribution List



Results

The water filtration brand has consistently grew by **5-10 new customers a month**. They achieved this with low-cost ads, making the distribution list a valuable tool for targeting new families and enhancing their outreach.



Key Metrics

5-10

New Customers Monthly

3%

Response Rate