

Enhanced its market presence and communication with contractors through a six-month promotional sweepstakes program, **achieving 100% email open rates**, and boosting brand awareness.

360CaseStudy

THE SCOPE

A national plumbing manufacturer desired a deeper understanding and enhanced communication with contractors, their primary target audience. The company aimed at increasing its brand awareness and distinctiveness in the market.

THE CHALLENGE

The company was challenged with bridging the gap to its end-users – a prevalent problem for manufacturers these days. The necessity for clean, manageable data and a robust marketing plan to handle incoming data was evident.

THE SOLUTION

HMI ([now part of 360insights](#)), implemented an engaging and innovative six-month promotional sweepstakes program targeting the client's contractor and engineer base that patronized the specified products. This was facilitated by a broad marketing plan involving email and paper promotions, publications, and independent ads boosted by the client's network of distributors and wholesalers - within the client's budget.

Data tracking through the registration and progress tracking website allowed valuable customer information to be acquired. The program consisted of monthly sweepstakes with tiered winners and a grand prize - a brand new Harley Davidson motorcycle.

THE RESULT

The program produced profiling data for over 2,700 new end-users. It also reached 100% and 91.7% on the email open and click rates, respectively. The company was further able to create a significant market presence and better audience understanding.



CONSUMER DURABLES PROMOTIONAL SWEEPSTAKES PROGRAM

COMPANY

Plumbing Manufacturer

INDUSTRY

[Plumbing](#)

BUSINESS OUTCOMES

- Increase Engagement
- Align Sales & Marketing

PRODUCTS USED

- [Channel Marketing](#)
- [Program Engagement](#)
- [Creative Services](#)

THE SUCCESS

2,700+

detailed profiling data
for new end-users

100%

unprecedented email open rate



boosted market presence
and brand awareness

The collaboration and creative insights helped us build a highly successful Rewards Program. This work will drive customer loyalty and success in our company for years to come.

Program Stakeholder



ARE YOU ON THE RIGHT PLATFORM
TO SUPPORT YOUR CHANNEL?



360insights
how it all makes sense.