

# Industry Success Stories

## Home Improvement



### About the Client

A construction company utilized AdMessenger to reach new customers.

### Campaign Details

The client wanted to utilize **weather triggering** to deliver three messages—one as default during normal weather and two others that would trigger during rain or snow—to capture new customers who may have leaks or cracks in their homes. They were able to reach homeowners with a household income of 100k+.

### Messaging

Got Cracks? Wet basement? We Fix & Protect! Moran Construction - Your Foundation Repair and Waterproofing Pros. Don't Wait, Secure Your Home Today! Call NOW!

### Results

The campaign successfully delivered 24,169 impressions and a CTR of 2.25%.

