

## GRAY ATLANTA CASE STUDY:

# Staying Cool in the Summer Heat: How Gray Atlanta Helped Coolray Kick Off Their Summer Tune-Up Campaign

### THE PROBLEM:

Coolray, Mr. Plumber, and BriteBox Electrical provide quality air conditioning, heating, and plumbing services to home and business owners throughout the metro Atlanta area. Coolray, in particular, was looking for a bold way to kick off their summer air conditioner tune-up and repair campaign by spreading the word through Atlanta about their new Lifetime Parts and Labor Warranty. They wanted to utilize broadcast and digital tactics to help them reach their ideal customers.

Coolray not only planned to use tactics that would help spread the word about that warranty, but they also anticipated a strong response to it that would lead to the need for additional contractors. On top of their campaign that focused on the new warranty, they also needed an aggressive strategy that would help them recruit new qualified employees. With the pandemic keeping many people out of work, this also posed a great opportunity for them to bring in potential workers who might have lost their jobs or faced less time at work as a result of shutdowns or other concerns.

**Coolray had several goals and objectives related to their marketing efforts. They wanted to:**

- Increase brand awareness to remain top-of-mind with those in need of their services
- Hyper-target consumers by zip code
- Promote the New Lifetime Parts and Labor Warranty
- Grow the business by promoting air conditioner tune-ups
- Hire new contractors for their air conditioning, electrical, and plumbing services

"We wanted to run an e-mail blast campaign to reach potential and former customers during the summer months," notes Travis Piercefield, Director of Marketing and Strategic Planning. That email blast needed to integrate seamlessly with other marketing efforts and include all the information needed about the new warranty. They also wanted to offer more information about their hiring practices and intent to expand the business so that interested individuals could apply.

**THE PROCESS:**

Gray Atlanta started by targeting zip codes of the demographics that Coolray was looking for, including those they could most easily cover with their services and available personnel. They focused on rising temperatures throughout the Atlanta area: as temperatures increase, more A/C units have problems. This created a great opportunity for Coolray to fill the gap in the market and provide the services homeowners needed.

“We used this opportunity to extend our already successful TV marketing campaign with this email blast and retargeting across the web and Facebook,” shares Piercefield. During this campaign, Coolray also focused on offering a variety of services that homeowners could use to their full advantage, especially during the pandemic. They provided \$59 air conditioner tune-ups, rebates on complete systems, 10% off plumbing repairs scheduled online, \$1000 off home generators, and free water analysis to help bring in new business. Customers had the option of calling a dedicated number or going online to find more information and schedule an appointment. Emails containing these offers went out to homeowners at carefully chosen intervals to help increase the overall results.

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- Travis Piercefield, Director of Marketing and Strategic Planning



**THE RESULTS:**

During the campaign, Coolray deployed 266,000 emails to their targeted audience. The campaign had over a 13% open rate and a 2.00% click-through rate. With the **industry standard for click-through rates** around .35% - 1.91%, Coolray saw above average success from their efforts with Gray Atlanta. The Facebook retargeting campaigns reached over 14,000 people, while display retargeting yielded 168,000 impressions. This helped substantially spread the word about Coolray and the services they had to offer the community. With Atlanta residents stuck at home, they not only had the opportunity to notice more things wrong around the house, but they also used their air conditioners, plumbing, and electrical services more often. This increased usage resulted in more of a need to make those repairs. As a result, those emails came out at just the right time.

“Eighty-one percent of our customers from these ads were HVAC customers. The others were plumbing and electrical,” Travis Piercefield shares. “Our campaign with Gray Atlanta was definitely successful. It really exceeded our expectations and yielded positive results from our predetermined criteria. We already have a strong partnership with our account executive, Kenny, so my favorite part was the excellent communication, advice, and feedback we received from the entire Gray Atlanta team which allowed us to expand our current relationship to a new area.”

The email blast integrated with Coolray's existing media campaigns helped spread the word about the company's services on television. Thanks to these enhanced contacts, many

consumers experienced a heightened awareness of the Coolray brand, increasing the likelihood that they would turn to Coolray if they had an air conditioner, plumbing, or electrical need. Thanks to their partnership with Gray Atlanta, Coolray was able to meet their advertising goals and experience the results they were looking for.



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