

# HVAC CASE STUDIES



Surge Vine  
Media



## Examples

**KLIEMANN BROS.**  
Heating and Air Conditioning

**Estimate** **Service**  
Only \$89 Diagnostic Call. Free In-Home Estimates!  
CALL (253) 292-3866

**12**

**TRANE**  
It's Hard To Stop A Trane®  
Comfort Specialist

**UNSTOPPABLE**  
IN ANY SEASON

Any Season... Any Weather...  
It's Hard To Stop These Great Offers!

Buy a qualifying system and choose:  
**0% APR Financing for 72 Months\***  
OR  
**Trade-In Allowance of \$1,000\*\***

**ONLY \$89\*\***  
Tune-Up

\*The Wells Fargo Home Projects credit card is issued by Wells Fargo Financial National Bank, an Equal Housing Lender. Special terms apply to qualifying purchases charged with approved credit. The special terms APR will continue to apply until all qualifying purchases are paid in full. The monthly payment for this purchase will be the amount that will pay for the purchase in full in equal payments during the promotional (special terms) period. The APR for Purchases will apply to certain fees such as a late payment fee or if you use the card for other transactions. For new accounts, the APR for Purchases is 28.99%. If you are charged interest in any billing cycle, the minimum interest charge will be \$1.00. This information is accurate as of 3/1/2017 and is subject to change. For current information, call us at 1-800-431-5921. Offer expires 5/31/2017. \*\*See your independent Trane dealer for complete program eligibility, dates, details and restrictions. Special financing offers OR trade-in allowances from \$100 up to \$1,000 valid on qualifying systems only. Offers vary by equipment. All sales must be to homeowners in the United States. Void where prohibited.


SUBJECT LINE:  
Service or Upgrade Your Home  
Comfort System


TARGETING:  
Homeowners


EMAIL COUNT:  
50,000

RESULTS:  
Opens: 12.67%  
Clicks: 1.50%


# Examples


 CALL NOW Services Reviews Gallery Facebook



 Roofing Repair, Exteriors & Coating Services

Reynolds Roofing, Inc. is a local roofing and improvement company that is fully licensed to do business in the state of Illinois. **We are accredited with the BBB and are highly recommended by Angies List, Home Advisor, and we have countless online reviews and satisfied customers, something that we are quite proud of.** We are fully licensed, bonded, insured and OSHA Compliant for your peace of mind.



 **Storm Damage?**

Free Inspection! We'll provide an accurate, honest and complete assessment of your property damage. This will insure that you get a fair and accurate representation from your insurance carrier.


[Call Now](#)


Certified Inspectors  
 Over 10 Years Experience

Expert Roofing Services  
 Locally Owned & Operated

## SAVE \$500 OFF

ANY RESIDENTIAL OR COMMERCIAL SERVICE



 Offer Details

SUBJECT LINE:

[firstname] free inspection

TARGETING:

Homeowners

EMAIL COUNT:

50,000

RESULTS:

Opens: 19.66%

Clicks: 2.78%

## Examples

**AL's**  
PLUMBING • HEATING  
AIR CONDITIONING

Call Al today!  
972-299-8659

Hey Neighbor, you've got a guy in Plumbing  
**AL IS YOUR GUY**  
Call Today for Free Estimates!  
972-299-8659

For over 25 years, Al's Plumbing, Heating and Air has been serving Plano and the surrounding area. Al's knows what it takes to exceed your expectations, and our dependable team of licensed plumbers and AC specialists can handle any problem you may have. One low price - we charge by the job, not the hour!

We provide repairs on any brand of Water Heater, Air Conditioner, Heat Pump or Furnace, as well as offer newly installed Water Heaters from Rheem and HVAC Systems from American Standard, Ameristar and Coleman.

**WATER HEATER SPECIAL**  
from **\$995.00** installed  
Call for details

Call to Schedule Service  
972-299-8659

**AL's BUCKS** FALL SPECIAL!  
**\$30**  
Off service of \$300 or more  
\*Cannot be combined with any other offer.

Whether it is a plumbing emergency, repair, or general service, our professionals will respond promptly, and fully equipped, to fix your problem and exceed expectation!

 **CALL 972-299-8659 NOW**

[ALSPLUMBING.COM](http://ALSPLUMBING.COM) 972-299-8659

Al's Plumbing, Heating & Air Conditioning  
1108 Summit Ave suite 5  
Plano, TX 75074  
Phone: (972) 299-8659  
TX State Board of Plumbing Examiners  
M-38450 TACLS #14360E  
Unsubscribe

**SUBJECT LINE:**

Al's Fall Offers. Open for Details!

**TARGETING:**

Homeowners, Age 30-99

**EMAIL COUNT:**

33,500


**RESULTS:**

Opens: 19.98%

Clicks: 1.96%




## Examples



Don't Sweat It! Jon Wayne has a

# COOL72 DEAL!



When You Get A NEW COMPLETE A/C  
We Guarantee Your Home  
will be a **COOL72** degrees.  
and you will also receive a  
Free Nest Learning Thermostat  
+ Choose the plan that's right for you...

**\$72** per month or 0% **72** months  
int.

Worried that old system won't make it through another hot summer?  
Don't sweat it! Jon wayne service company has a Cool72 Deal!  
Get a BRAND NEW, COMPLETE A/C System from Jon Wayne and we'll guarantee your home stays at a Cool72 degrees all summer long!\*  
and you can check that it's a Cool72 with your FREE Nest Learning Thermostat!  
+ Choose the financing plan thats right for you...Payments starting at only 72 per month or zero percent interest for 72 months.

[Click Today and Enjoy Your Summer in a Cool72](#)

\*Call for details. Some restrictions apply, offer only available with select models, financing with approved credit.  
© Jon Wayne Service Company | HVAC License: TACLA1789C - Electrical Contractor License: TECLA218654 - Licensed By: TX  
Dept. of License & Regulation - PO BOX 12157 Austin, TX 78711 - Ph 800-803-9202 - Fax 512-463-6599 - [www.tdlr.texas.gov](http://www.tdlr.texas.gov) |  
Responsible Master Plumber: Mark Farley - License #M-39882. Texas State Board of Plumbing Examiners; PO BOX 4200 Austin, TX  
78765-4200- 800-845-8584.

SUBJECT LINE:

Cool 72

TARGETING:

Homeowners

Home year built 2007 and older

EMAIL COUNT:

50,000

RESULTS:

Opens: 13.56%

Clicks: 2.25%

Examples

**IS YOUR AIR CONDITIONER  
SUMMER READY?**

Schedule a duct cleaning and receive \$100 OFF or a FREE furnace cleaning! (\$119 value)

**ILLIANA**  
HEATING & AIR CONDITIONING  
365-0006  
www.illianaheating.net

**American Standard**  
HEATING & AIR CONDITIONING  
**EMERGENCY SERVICE 24/7**  
www.illianaheating.net  
219-351-0374 | 11407 Wicker Ave. Cedar Lake, IN 46303

The advertisement features a family of three (a man, a woman, and a young girl) sitting on a couch, looking tired and using fans. A small dog is sitting on the couch next to them. In the background, a white service van with the company logo is parked. The overall scene is set in a living room with curtains and a lamp.

SUBJECT LINE:

Is Your AC Summer Ready?

TARGETING:

Homeowners

EMAIL COUNT:

50,000

RESULTS:

Opens: 11.97%

Clicks: 1.46%