

WINDOW CASE STUDY



Surge Vine
Media



Home Improvement

RENAISSANCE
WINDOWS & DOORS

THE ULTIMATE
IN WINDOWS

- TRUSTED
- PROVEN
- EXPERIENCED

Hurricane/Impact Doors

20% OFF
EVERY WINDOW

\$200 OFF
EVERY DOOR

Minimum purchase of 5 windows.
Offer expires July 30, 2015

Contact Us Now For A **Free Consultation**

SHATTERPROOF
GLASS
PERFECT
FOR HURRICANE
SEASON

Experience the Award Winning
Windows & Doors of Renaissance

- Extensive Window and Door Showroom
- Client Consultation
- Sales and Product Installation

www.RenaissanceWindowsandDoors.com

VISIT OUR SHOWROOM!

713-863-9988 • 7026 Old Katy Rd #158, Houston, TX 77024

Subject Line:

The Ultimate in Windows, Trusted,
Proven, Experienced

Emails:

70,000

Targeting:

Homeowners

Interest in home improvement or DIY
HHI 125K+

Results:

8,198 Opens

12.74% Opened

1,316 Opens

1.88% Clicked

Home Improvement

One Call Does it all 715-781-1698

ALL EXTERIORS

50% OFF
LABOR on any listed project!*

SEAMLESS GUTTERS

- K-Guard Leaf Free Gutter System
- 5" & 6" Seamless Gutter System
- Gutter Armor Seamless Head
- Clog Free Guaranteed

[Read more](#)

SIDING & ROOFING

ROOFING

- GAF Certified Contractor
- Made Certified Stone Coated Steel Shingles

SIDING

- LP SmartSide • Eco Siding • Hardie Vinyl
- Bristol Composite Siding • Cedar

[Read more](#)

WINDOWS

- Pella Windows and Patio Doors
- Anderson
- Marvin
- Double Pane
- Triple Pane

[Read more](#)

Trex

DECKS & CONCRETE PATIOS

DECKS

- Composite • Cedar • Green Treated
- Aluminum Railings • Glass Railings
- Custom Walled Railings

CONCRETE PATIOS

- Stamped • Gray Stained • Acid Stained
- Precast • Precast • Mosaic

[Read more](#)

SUNSPACE PORCH WINDOWS & SUNROOMS

15% Ventilation

PORCH WINDOWS

- 75% Ventilation • More Durable Than Glass
- Easily Removable for Cleaning
- Sunblock Tinting

SUNROOMS

- Workman Pro Aluminum Structure
- Custom designed for your Home
- Full Absorptive Wash Systems
- Can be built into an existing Deck, Patio or New Foundation Structure

[Read more](#)

Lifetime Workmanship Warranty | Free Estimates

*Some restrictions apply. Excludes insurance claims, Sun Rooms, 3 & 4 Season Rooms, Garages and Sheds. Not valid with any other offer. Mention this email to receive discount. Promo RT17 Offer expires April 9, 2017.

Subject Line:

Home Improvement

Emails:

62,500

Targeting:

HHI 50K+, Homeowners, Baby Boomers

Results:

6,494 Opens

10.39% Opened

594 Clicks

0.95% Clicked

Home Improvement

 **AMAZING EXTERIORS**
SIDING, WINDOWS, DOORS & MORE

FREE at Home Consultations & Estimates
by appointment only



Window Replacement & Siding Sale

20% off
your entire project

- OR -

Payments as low as
\$89/month

0% Financing available*

Please call (208) 488-3280
or fill out the appointment form

[Request Appointment](#)

Subject Line:

Spring Fling! 20% off your entire project!

Emails:

25,000

Targeting:

Homeowners, HHI 50K+, Interest in home improvement

Results:

2,405 Opens

9.62% Opened

298 Clicks

1.19% Clicked

Home Improvement



Thebco is committed to offering only the highest quality in replacement windows by using the Restorations Innovative Window System. We are committed to standing behind our windows, with a lifetime transferable warranty. Whether you are looking for double hung, bay, bow, garden, sliding, or casement windows, our selection of colors and glass choices allow you to get the exact look and quality you want.
[Shop Windows Here >](#)



A beautiful entry creates a dramatic first impression and a welcoming focal point for your home. Our exterior door systems are built for lasting value and performance using quality components and workmanship. Make that first impression a distinctive one with an exterior door system from Waudena Millwork.
[Shop Doors Here >](#)



Subject Line:

Open House This Weekend at Thebco Windows & Doors

Emails:

53,995

Targeting:

Ages 30-60, Homeowners, HHI \$75K+

Results:

6,128 Opens
11.35% Opened
562 Clicks
1.04% Clicked