

How Modernize Helped ARS Achieve 119% Lead Growth in Off-Peak Months



THE MODERNIZE SOLUTION

1 Granular Approach to Lead Pricing and Strategic Campaign Management

Modernize introduced a tiered strategy to lead pricing, where they analyzed different lead sources and classified them based on performance metrics. This dynamic pricing model allowed ARS to focus on high-performing leads while still nurturing leads with lower performance metrics at a justified price. Going a step further, Modernize also analyzed individual campaigns helping to concentrate efforts and resources towards more effective campaigns.

2 Customized Strategy for Different ARS Locations

Modernize categorized ARS locations into various growth groups based on their lead-to-close percentages. This tailored strategy allowed ARS to direct appropriate leads to different branches, enhancing conversion probabilities.

3 Transparent and Consistent Communication

Modernize, through its dedicated account managers, fostered open and continuous communication with ARS, creating a feedback-rich environment that supported swift strategy adjustments based on real-time data to optimize return on investment.

LEAD VOLUME GROWTH: OCT 2022 TO FEB 2023

In the heart of the HVAC industry's off-peak season, ARS, with Modernize's strategic partnership, experienced a lead volume surge, challenging the norms and turning the slow season into a period of growth.

119%

INCREASE IN LEAD
VOLUME GROWTH IN
5 MONTHS



Jay Waddell

Manager of Performance Marketing
for ARS

ABOUT ARS

American Residential Services (ARS), widely known as ARS/Rescue Rooter and established in 1975, has grown to be one of the leading companies providing heating, plumbing, and air conditioning, with 78 locations across 24 states.

As ARS aimed to scale and expand into new territory, the company recognized the potential of third-party collaboration.

THE CHALLENGES FACED BY ARS

Inefficient Lead Generation

While ARS realized the importance of third-party lead generation, there was a clear disconnect in communication with its partners. This miscommunication often resulted in missed opportunities and underutilized leads.

Jay Waddell from ARS reflected on this:

"We saw the opportunity but needed the right partner who could provide quality and transparency."

Lack of Performance Data

ARS knew that understanding lead performance was essential for success. Without proper data sharing from their partners, they could neither assess the quality of the leads nor adjust their strategies accordingly.



IMPRESSIVE OUTCOMES

Growth and Expansion: ARS's affiliate program experienced robust growth. Their investment in marketing partners, particularly Modernize, resulted in a significant increase of high-quality leads. Consequently, the program occupied a more substantial share of ARS's overall business.

Highlighting the results, Jay Waddell stated: **"Modernize has been invaluable for our business. When the partner understands how their leads are performing, they can improve, benefiting both parties."**

Elevated Communication: Modernize's commitment to transparency forged a stronger partnership, resulting in well-informed decision-making. Jay Waddell emphasized the uniqueness of the relationship with Modernize,



"Modernize is our most engaged marketing partner. Among all the partners that we work with, they know as much about our business as anybody outside of the business can know." - Jay Waddell

noting, **"Modernize is our most engaged marketing partner. Among all the partners that we work with, they know as much about our business as anybody outside of the business can know."** This level of engagement was pivotal to the success and scaling of ARS's operations.

OVERCOMING SEASONAL TRENDS

One of the most notable achievements of the ARS and Modernize collaboration was the ability to defy traditional seasonal trends. Typically, the months of October to February are considered slow for the HVAC industry.

However, with Modernize's strategic approach, **ARS's lead volume in February 2023 was 119% higher than in October 2022, showcasing a remarkable growth against the seasonal norm.** This not only highlights the effectiveness of Modernize's strategies but also the potential of a data-driven approach in navigating industry challenges.

LOOKING AHEAD

ARS is optimistic about its future with Modernize. They believe that further tech integrations, improved data-driven dashboards, and refined feedback processes will continue to enhance the performance of this collaboration.



Ready to be the next success story?

Scan the QR Code or Call us at **(866) 702-7672.**