

## California Deluxe Maintains 20–30% Conversion Rates With Modernize

### Use Case: Lead Generation, Marketing Resilience

**Industry:** Home Improvement - Windows, Doors

**Company size:** 100+ employees

**Location:** California

**20%-30%** **Consistent** conversion rates

**10%-13%** **Consistent** marketing cost

**\$850K** **Revenue** generated by just two salespeople in spring 2020 due to Modernize leads



### Noam Hasman

Marketing Executive,  
*California Deluxe Windows*<sup>®</sup>



### BACKGROUND

Established over 25 years ago in San Fernando Valley, California Deluxe Windows<sup>®</sup> is a family-owned leader in manufacturing and installing high-performance windows and doors. Serving Southern California, they've built a reputation for excellence, evidenced by their high BBB rating and a strong focus on customer satisfaction.

Unique in their dual specialization, California Deluxe Windows<sup>®</sup> not only manufactures but also installs their products. This comprehensive approach ensures that every aspect of their service, from creation to installation, meets their standards of quality and efficiency. With a team of over 100 dedicated employees, they have consistently demonstrated resilience and adaptability, especially in challenging times, reinforcing their position as an industry leader in home improvement, specializing in windows and doors.

### ADAPTING TO INDUSTRY CHALLENGES

When California Deluxe Windows<sup>®</sup> formed its partnership with Modernize in 2010, the objective was to diversify their lead generation approach. They aimed to augment traditional marketing strategies — such as trade shows, radio, TV, and billboards — with unbranded channels.

However, the advent of the COVID pandemic brought unprecedented challenges. From thriving with an annual revenue of \$30 million and a workforce of 150, the company was forced to downsize to a team of 30. These challenges continue to be a significant factor for California Deluxe Windows<sup>®</sup>, highlighting the importance of Modernize in their journey towards stability and growth.

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## NAVIGATING MARKET SHIFTS WITH MODERNIZE

In 2020, Noam Hasman, Marketing Executive for California Deluxe, and his team were forced to discontinue their traditional marketing methods, such as radio advertising and Google campaigns.

They made a strategic decision: to lean exclusively on Modernize as their sole marketing partner. Noam elaborated, **“Modernize was our lifeline during COVID. Modernize actually helped us get out from this [pandemic] hole by getting us in touch with homeowners who were not yet engaged with our brand.”**

This singular reliance on Modernize led to outstanding results: In the spring of 2020 alone, California Deluxe generated \$850,000 in revenue with only two salespeople.

## RESULTS AND ACHIEVEMENTS

**Lead Generation:** Modernize’s support was pivotal. Noam emphasized that their in-house lead generation could not compare to what Modernize provided, ensuring a balanced volume from various sources.

**Shift in Marketing Strategy:** In the post-pandemic world, California Deluxe leaned heavily on Modernize for leads, making it their primary channel. This strategy led to increased market awareness for California Deluxe.

**Stability:** Since 2020, California Deluxe has managed to maintain a marketing cost between 10 to 13%. Their conversion ratio from Modernize leads remained steady at 20 to 30%.

## SUCCESS THROUGH COLLABORATION

California Deluxe Windows® teamed up with Modernize for more than just leads. Noam, their Director of Marketing, explains how this partnership stands out:

1. Using Data Smartly: Noam says that if there’s a problem or question, Modernize’s team is right there to help. **“We have a true partnership with Modernize,” he notes. “We work closely with our account managers to brainstorm any issues, and they provide detailed metrics that we use to succeed. They are highly engaged — they hear us and understand our needs.”**
2. Real Conversations: Noam appreciates that Modernize really listens. He explained that it’s great to work with people who remember past talks and take the time to understand what his company needs. **“There are so many things that can go wrong (and well) and the engagement of our account manager is hands down the best. They’re listening; they’re reading.”**



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