



# Discover How...

## Infinity of Marvin Increased their Closing Ratios in Just 2 Months!



**INFINITY**  
from **MARVIN**  
REPLACEMENT WINDOWS  
*Built for life*

### The Challenge

While going through a name change in two of their locations earlier this year, it became even more important for Infinity of Marvin to find a way to reconnect with previous customers to inform them of the change and let them know that they were indeed still in business. However, they did not have the in-house resources to take on the task themselves.

### The Solution

gFour Marketing built a Client Reactivation Campaign to reach back out to Infinity's past customers with the goals of reestablishing awareness of the changes the company made, showing appreciation and assessing the homeowners future home improvement needs using the following elements:

- Gift to Past Customers:
  - Thank you card
  - Gift card to Infinity of Marvin
  - Survey
- All new customers activated into the 1into5 Program



### The Results

As a result of these programs – particularly the Reactivation Campaign - Infinity of Marvin enjoyed the following results **in just 2 months**:

- Closing ratios that are twice as high as their average;
- 82 additional appointments and 44 more jobs sold, resulting in over \$278,000 in revenue;
- A huge boost in referrals, repeat business and online reviews.

With these programs doing so well, and their repeat and referral business numbers at an all-time high, Infinity of Marvin is able to focus its efforts on growing the business.

*“Even though this past year has been chaotic with all the changes we’ve gone through, these programs continue to hit it out of the park by providing an extremely effective way to keep in touch with our customers. It has provided us with a remarkable return on our investment. “*

**Tracie Sandefur, Infinity Windows**  
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