

How Parker Davis HVAC International Inc. Increased Monthly Revenue By Over 1,000%



Background

Parker Davis HVAC International Inc. has been one of the largest suppliers of ductless mini-split and multi-split systems in the country for over 23 years. Parker Davis HVAC International Inc. has been successfully making the world a more comfortable place to live thanks to the powerful technology inside its Pioneer brand equipment.

Parker Davis HVAC International Inc. has proudly supplied its products to almost every country and region of the world through their chain of established distributorships, long before such ductless split systems became widely available in North America.

Key Metrics



"LP has consistently hit the four golden pillars one should expect from a professional business partnership—effectiveness, transparency, reliability, and proactivity. What you see is what you get, and what we got from our years of working together has consistently satisfied us enough to now be using their various services for the grand majority of our marketing efforts. The returns and results have been nothing short of a smash-hit success."

-Erim Gokce, Product & Marketing Manager at Parker Davis HVAC International Inc.

Goals

- To increase open rate
- To increase click-through rate
- To increase traffic to the site
- To increase average monthly revenue



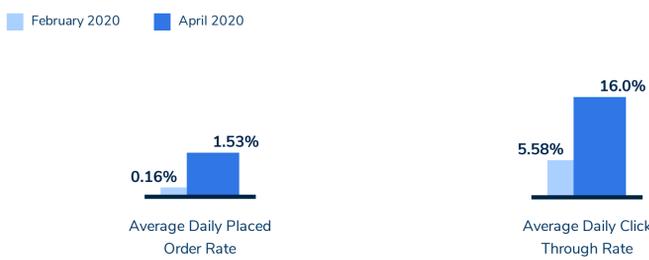
Strategy

Prior to hiring Logical Position for email marketing services, Parker Davis HVAC International Inc. did not utilize marketing through emails. For optimal results, Logical Position started Parker Davis HVAC International Inc. with a combination of manual and automated emails. This strategic approach effectively brought conversions and revenue as well as increased traffic to their site. Email marketing also allowed Parker Davis HVAC International Inc. to create an action to fall into email flows (abandoned cart, browse abandonment) while the user is on their site.

Results

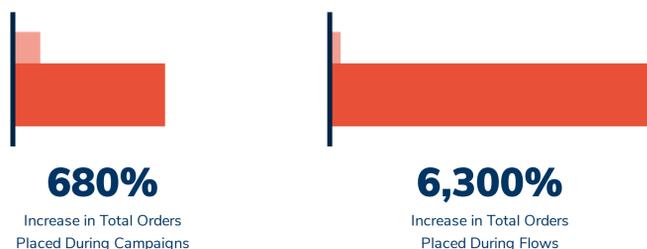
In February 2020, Parker Davis HVAC International Inc. started a partnership with Logical Position for an Ecommerce – Fully Managed email package. Since then, they have gained \$2.04 in revenue per email sent and an average increase of 8.56% in daily placed orders.

Metrics



Comparing February to April 2020, just two months into their email package, Parker Davis HVAC International Inc. saw their best results yet. The primary factor that alluded to this was simply increasing their campaign deliverables from one email per month as well as driving additional customers to their site who converted with the automated follow-up. By adding this extra newsletter email, comparing April to February, Parker Davis HVAC saw a 1,149% increase in revenue and an increase of over 6,000% on their return on investment.

Since partnering with Logical Position, the total placed orders during the campaign has increased by 680% as well as an increase of 6,300% by flows. In such a short period, email marketing has proven to be very profitable to Parker Davis HVAC International Inc. With each passing month, the results are surpassing prior months' records.



Ready to Find Out What Makes Us Different?

GET STARTED NOW



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