

# PWX Solutions

## Turning Seasonal Success into Year-Round Revenue

### OBJECTIVE

Grow customer engagement by transforming a seasonal campaign into consistent, year-round opportunities for increased revenue.

### SOLUTION

#### Building on a Proven Foundation

Traditionally, the client's marketing efforts focused on one seasonal product. To unlock untapped potential, we developed a strategy to sustain engagement throughout the year. By introducing targeted, complementary offerings, we turned seasonal success into an ongoing revenue stream.

### OUR APPROACH

Our comprehensive two step solution included:

#### 1. Seasonal Engagement Campaigns

- Launched targeted mailings to existing customers with exclusive follow-up incentives.
- Delivered immediate engagement and established a foundation for recurring revenue.

#### 2. Annual Touchpoints

- Built on campaign success by introducing a new product that can be promoted annually.
- Created additional opportunities to reach customers throughout the year.

### RESULTS THAT SPEAK FOR THEMSELVES

**\$80,000**

in profit

\$80,000 in profit generated in the first year.

**100,000+**

mail volume

Targeted campaigns added 100,000+ in profitable mail volume

**14%**

Increase in response rate

Engagement improved across all segments, with response rates increasing 14% year-over-year.



## AT A GLANCE

By identifying and addressing untapped customer demand, we successfully transformed a single seasonal campaign into a year-round revenue driver.

The program delivered:

- 10,000+ new customers
- \$193,000 in additional revenue
- 14% higher response rates

This success highlights the value of sustained, strategic engagement and tailored offerings that align with customer needs.

### PARTNER WITH US

Looking to achieve similar results? Our expertise in strategic campaign design, targeted engagement, and measurable growth solutions can help unlock new revenue opportunities for your business.