

PLUMBING DISTRIBUTOR CASE STUDY

Converting churning customers to loyal for a major plumbing distributor

MMC used Account-Based Marketing (ABM) to increase sales by 31.8% among the client's churning customers in just 6 months.

Challenge

Our client, a major US distributor of plumbing supplies, had a relationship with us for 5 years when they asked for help converting their churning customers into loyal ones. They didn't have enough resources or field sales representatives to give this segment the attention it needed. The client challenged MMC with targeting 27,000 of their customers whose sales were in a state of decline.

Solution

MMC created a marketable database and used it to drive a targeted Account-Based Marketing (ABM) solution to push 280,000 outbound communications across phone, direct mail, and digital channels. Those communications, along with our client-dedicated outbound sales representatives, were able to connect with churning customers and successfully intervene on several issues such as billing and pricing. Our reps also uncovered several large sales opportunities simply by reaching out and establishing an open communication channel. We worked directly with the client's field and inside sales organizations to develop a workflow process to address issues and opportunities in each region.

Results

In just 6 months, our ABM solution increased sales among declining customers by 31.8% and resulted in a 15:1 ROI.

Are your sales lagging due to churning customers?

See what MMC can do for you by calling **Stephanie Andacht** at **800-345-4662** for a free consultation.

AT A GLANCE

COMPANY TYPE

Plumbing distribution company

TARGET AUDIENCE

Plumbers

AUDIENCE SIZE

27,000

TIMELINE

6 months

RESULTS

15:1

ROI

31.8%

Average yearly sales growth

\$40.6M

Total cumulative sales