

"The Wells Fargo Home Projects credit card is issued by Wells Fargo Financial National Bank, an Equal Housing Lender. Special terms apply to qualifying purchases charged withapproved credit. The special terms APR will continue to apply until all qualifying purchases are paid in full. The monthly payment for this purchase will be the amount that will payfor the purchases in full in equal payments during the promotional (special terms) period. The APR for Purchases will apply to certain fees such as a late payment fee or if you use the card for other transactions. For new accounts, the APR for Purchases is 28.99%. If you are charged interest in any billing cycle, the minimum interest charge will be \$1.00. This information is accurate as of 3/1/2017 and is subject to change. For current information, call us at 1-800-431-5921. Offer expires 5/31/2017. "See your independent Trane dealer for complete program eligibility, dates, details and restrictions. Special financing offers OR trade-in allowances from \$100 up to \$1,000 valid on qualifying systems only. Offers vary by equipment. All safes much be to homeowners in the United States. Void where prohibited.

#### SUBJECT LINE:

Service or Upgrade Your Home Comfort System

TARGETING: Homeowners EMAIL COUNT:

50,000

**RESULTS:** Opens: 12.67% Clicks: 1.50% Services Reviews Gallery Facebook





#### Roofing Repair, Exteriors & Coating Services

Reynolds Roofing, Inc. is a local roofing and improvement company that is fully licensed to do business in the state of Illinois. We are accredited with the BBB and are highly recommended by Angies List, Home Advisor, and we have countless online reviews and satisfied customers, something that we are quite proud of. We are fully licensed, bonded, insured and OSHA Compliant for your peace of mind.



Storm Damage? Free Inspection! We'll provide an accurate, how and complete assessment of your property damage. This will insure that you get a fair and accurate representation from your insurance carrier.

Call Now

Certified Inspectors
Over 10 Years Experience

Expert Roofing Services
Locally Owned & Operated

# SAVE \$500 OFF

**ANY RESIDENTIAL OR COMMERCIAL SERVICE** 



SUBJECT LINE: [firstname] free inspection

TARGETING: Homeowners

**EMAIL COUNT:** 50,000

**RESULTS:** Opens: **19.66%** Clicks: 2**.78%** 

Offer Details



#### SUBJECT LINE:

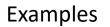
Solid, Floating, or Waterproof... You Get To Pick

TARGETING: Homeowner Business Owner

[ Interests ] Home Furnishings/Decorating Home improvement

**EMAIL COUNT:** 100,000

**RESULTS:** Opens: **16.43%** Clicks: 1.**81%** 





For over 25 years, Al's Plumbing, Heating and Air has been serving Plano and the surrounding area. Al's knows what it takes to exceed your expectations, and our dependable team of licensed plumbers and AC specialists can handle any problem you may have. One low price - we charge by the job, not the hour!

We provide repairs on any brand of Water Heater, Air Conditioner, Heat Pump or Furnace, as well as offer newly installed Water Heaters from Rheem and HVAC Systems from American Standard, Ameristar and Coleman.



SUBJECT LINE: Al's Fall Offers. Open for Details!

TARGETING: Homeowners, Age 30-99

EMAIL COUNT: 33,500

**RESULTS:** Opens: 19.98% Clicks: 1.96%



Worried that old system won't make it through another hot summer?

Don't sweat it! Jon wayne service company has a Cool72 Deal!

Get a BRAND NEW, COMPLETE A/C System from Jon Wayne and we'll guarantee your home stays at a Coo/72 degrees all summer long!\*

and you can check that it's a Cool72 with your FREE Nest Learning Thermostat!

+ Choose the financing plan thats right for you...Payments starting at only 72 per month or zero percent interest for 72 months.

Click Today and Enjoy Your Summer in a Cool72

\*Call for details. Some restrictions apply, offer only available with select models, financing with approved credit. © Jon Wayne Service Company | HVAC License: TACLA1785C - Electrical Contractor License TECL/0218054 - Licensed By: TX Dept. of License & Regulation - PO BOX 12157 Austin, TX 78711 - Ph 800-803-9202 - Fax 512-463-6599 - <u>www.kfr.texas.gov</u> | Responsible Master Phumber: Mark Farley - License #M-39682. Texas State Board of Plumbing Examinens; PO BOX 4200 Austin, TX 78765-4200: 800-845-6584. SUBJECT LINE: Cool 72

TARGETING: Homeowners Home year built 2007 and older

EMAIL COUNT: 50,000

**RESULTS:** Opens: **13.56%** Clicks: **2.25%** 



SUBJECT LINE: Is Your AC Summer Ready?

TARGETING: Homeowners

**EMAIL COUNT:** 50,000

**RESULTS:** Opens: **11.97%** Clicks: **1.46%**