



Turn Up the Heat on Leads and Improve ROI with Integrated Campaigns.

HVAC: DATA-DRIVEN, AUDIENCE-CENTRIC SOLUTIONS



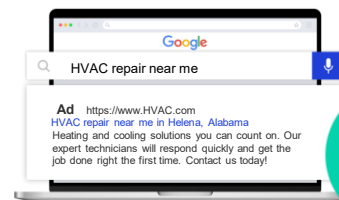
Our Approach:

- We prioritize what we know about your audience and goals to deliver full-funnel, data-driven marketing solutions.
- We harness the power of analytics to develop platform-agnostic media strategies that reach the right customers at the right time.



Activation Opportunities:

- **Drive awareness with CTV, DOOH, and digital** with target audiences within the radius you're most likely to acquire new customers.
- **Shared mail inserts** can increase consideration and response within the communities that matter most.
- Use **paid social** to reach highly targeted audiences and increase your local following.
- Use **trigger marketing tactics** to deliver offers to new movers and pre-movers.
- Use **search engine marketing** to reach audiences searching for specific keywords, like 'HVAC repair near me,' or convert them later with **display ad keyword retargeting**.



Let's Discuss the Audiences That Drive Your Results.

Get started today at mspark.com/contact



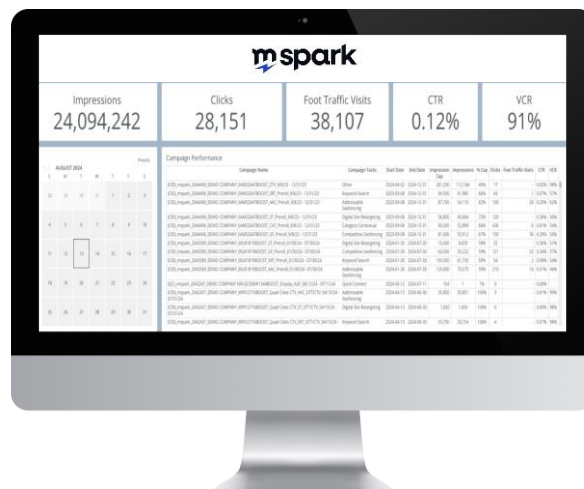


Actionable Results.



Our campaign reporting brings your strategic story to life.

- 01. Continuous Improvement:** We analyze performance across media, audiences, and geographies to enhance it further.
- 02. Collaborative Data Sharing:** Sharing data, like CRM, store performance, or redemption data, helps us understand how your campaigns are performing.
- 03. Enriched Insights:** By allowing us to enrich your data with our resources, we uncover who's engaging with your campaigns, who isn't, and how to refine our strategies for greater impact.



ONGOING DATA INTELLIGENCE



Analysis



Profile Recommendation



Campaign Execution



Post-Campaign Evaluation



Profile Optimization

ABOUT US:

Mspark is a results-driven media company that delivers measurable campaigns with guaranteed ROI. We enable audience-based targeting through multichannel marketing with full-device attribution for precise insights. Our full-funnel approach ensures that our clients optimize their marketing budgets while driving profitable growth.

37 years

Founded in 1988, we've spent 37 years building audiences and customer relationships.

30,000+

Audience data points for use in reaching and creating target audiences for your campaigns.

135M+

Targeted reach across 135+ million households through our digital and mailbox solutions.

3,000+

Over 3,000 clients trust us to build full-funnel campaigns and achieve their marketing goals.

MSPARK.COM

Turn Up the Heat.

Let's Get Started Today.

