

# Your Digital Marketing Blend

*Mobile, Social, Radio, and Email*



When your Business Wins, We Win Too.

Create The Reason WHY

Endless UPS. 15 NE 18<sup>th</sup> Street. Delray Beach, FL 33444 - Jeff Lapidus 561-758-3359

# See Why Our Partners Choose Us...RESULTS

Fuel growth, boost visibility, and keep your leads flowing.

What's the reason for the CTR WHY Program: to raise consideration for the BRAND to a precise manifest audience database.

Endless UPs approaches our customer relationships differently. Your advertising campaign is managed by a team of experienced data and content influencer marketing creators.

One goal in mind is to help raise consideration for your brand and to increase attribution. We are confident your campaign will be successful, and that we will prosper together.

OUR CAMPAIGNS COME TOGETHER ACROSS **RADIO, DIGITAL, AND EMAIL.**

## Creative Campaigns, Across Every Channel...

We drill down the  
targeted manifest  
audience - with creative  
that hits!



**SOCIAL/MOBILE**



We place high-impact  
ads across websites  
and apps to drive real  
buyer action.



**DIGITAL RADIO**



From Pandora to  
Spotify, we put your  
business in the ears of  
active shoppers.



**EMAIL**



Emails easy to use,  
animated design, fast  
loading, measurable  
results.

# Endless UPs: CTR WHY Program

**Executing a comprehensive work and turn campaign targeting fresh conquest customers.** With a high-impact mix of digital, social, radio, and email marketing.

Your ads appear on top platforms like **Spotify, Pandora, CNN, Fox News, The Weather Channel, HGTV, DIY and More** — where real Homeowners spend their time.

**Manifest:** With first, last name, and full postal address. Provided prior to campaign start.  
Frequency of Database: 50,000

- ▶ **Fresh New Conquest Customers Only**
- ▶ Campaign term of **95 days**
- ▶ Campaigns include a blend of Digital Marketing: **Mobile, Social, Digital Radio, and Email**
- ▶ **Percentage Lift** of monthly sales

# Digital Dashboard: Reports Proofs Results...



Monitor real time sales reporting; gives you the power to track sales.



View and monitor campaign details & review manifest database.



Access marketing content proofs, all within a single use dashboard.



All from one easy to use Dashboard

## Endless UPs CTR WHY Program identifies new customers by relying on data informed by historic homeowner transaction criteria:

- ▶ **Conquest sales** come from both your immediate area and competitors' markets miles from your business
- ▶ Buying / Behavioral Search Patterns
- ▶ Current Home / Town House / Ownership
- ▶ Likelihood of Clients Services
- ▶ Financial Information

### Media Mix & Consumer Response

- ▶ Endless UPs maintains a proprietary consumer response database that tracks how each prospect potential customer best responds. With a combination of **social**, **mobile**, **digital radio**, and **email**.
- ▶ Each advertisement, regardless of its method, is tailored to drive leads and calls to the business and to its website for online sales and lead submission.

## Our Methods

# Attribution

**Tracking the Endless UPs CTR Why Program's impact is simple and transparent:**

You'll receive a complete manifest before the campaign begins.

1. Anyone can be removed prior to deployment to keep the audience clean.
2. We use small, hyper-targeted lists for precision.
3. Audience manifest provided at campaign start.
4. All web traffic is tagged for CTR WHY attribution.

# How to Get Started / Budget

- ▶ Schedule Campaign Dates: \_\_\_\_\_ 2026 through \_\_\_\_\_ 2026
  - ▶ Live Start Dates and End of Campaign
  - ▶ 95 – Day Flight
- ▶ Generate Manifest Database Top 5 to 10+ Zip Codes: Frequency 50,000
- ▶ Create Content Digital Ads, Digital Radio Commercials, Animated Email
- ▶ Monthly new fresh designs with new offers - new digital radio productions creative and more.
- ▶ Monthly Investment - Three Months Campaign \$4,000.00
- ▶ Production Fee: \$395



We Don't Just Chase Leads — We Hunt Them Down. No Wasted Spend, No Empty Promises — Just Results.  
Raise Consideration for YOUR BRAND, in the Field of HVAC – Plumbing & Electrical Marketing

Endless UPS. 15 NE 18<sup>th</sup> Street. Delray Beach, FL 33444 - Jeff Lapidus 561-758-3359



# Data Match

## Secondary Service

We can combine Endless UPs' prospect retention database and your customer database from the past 2 years. The IT team suppresses your customer database against ours to produce a fresh batch of highly targeted prospect customers. Monthly match-back services are available from the list of customers from the previous months sales gross of sold goods and services.

**Raise Consideration for YOUR BRAND, In the Field of HVAC – Plumbing & Electrical Marketing**