



# CASE STUDY

## INNOVATIVE PEST CONTROL

### TRANSFORMING CUSTOMER RETENTION IN HOME SERVICES

Photos courtesy of Innovative Pest Control

**Company:**

Innovative Pest Control

**President:**

Kevin Keim

**Number of Service Areas:**

27

## INTRODUCTION

Discover how Innovative Pest Control, a growing pest control company in East Texas, leveraged Cinch's marketing automation platform to revolutionize customer communication, drive retention, and achieve a 5.6x return on investment in just a few short months.

This case study highlights the power of omnichannel marketing, dynamic segmentation, and proactive customer engagement in boosting revenue and fostering strong customer relationships.

Innovative Pest Control is a growing pest control company in East Texas.

## CHALLENGE

Before adopting Cinch, Innovative Pest Control struggled with customer communication. Marketing efforts primarily consisted of sporadic email updates, often limited to operational notices like phone outages or scheduling disruptions. The result? Missed opportunities for engagement and revenue.

In 2023, the leadership team at Innovative Pest Control recognized the need for a marketing solution that could not only streamline communication but also provide data-driven capabilities to enhance customer retention.



# SOLUTION

To address these challenges, Innovative Pest Control partnered with Cinch to implement a robust marketing automation platform. Here's how Cinch helped them transform their marketing strategy step by step.

Dynamic segmentation allowed them to target customers based on service history and preferences.

## IMPROVING CUSTOMER ENGAGEMENT STEP BY STEP

01

Omnichannel  
Marketing with  
Personalization

02

Proactive  
Customer  
Engagement

03

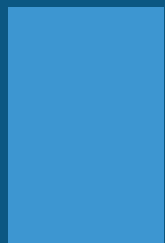
Dynamic  
Email  
Segmentation

04

Maximizing  
Customer  
Lifetime Value

### EMAIL OPEN RATES

60%



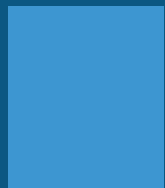
Educational

57%



Mosquito  
Cross-Sell

50%



Rodent  
Cross-Sell

### 1. Omnichannel Marketing with Personalized Campaigns

Innovative Pest Control tapped into Cinch's capabilities to build tailored marketing campaigns through email and direct mail. Dynamic segmentation allowed them to target customers based on service history and preferences.

For example, their Mosquito Cross-Sell Campaign used Cinch's integration with their CRM, FieldRoutes, to send timed, personalized emails promoting mosquito services. The campaign capitalized on bundling mosquito treatments with regularly scheduled quarterly visits, resulting in higher customer engagement and lower operational costs.

This automated campaign launched their first month with Cinch and captured net positive impact in under 45 days—more than covering Cinch's entire annual subscription cost.





## 2. Proactive Customer Engagement Improves Retention

Rather than waiting for customers to reach out, Innovative Pest Control used Cinch to launch campaigns like the Rodent Exclusion Program, offering peace of mind through home inspections for entry points. Emails were sent dynamically 10 days after service to customers without rodent exclusion coverage.

This approach created consistent sales opportunities without overwhelming their operational and sales teams—resulting in an additional \$5,000 in revenue from this email campaign.

The improved touchpoints also helped maintain engagement and increased customer retention, demonstrating the long-term value of proactive communication.

## KEY OUTCOMES



\$45 per customer



\$100 per customer

112%

Increase in monthly billings per customer

### Revenue Growth

Billings increased by \$22,000 over the summer

Return on investment was 5.6x their investment in Cinch

### Enhanced Engagement

Impressive email open rates, with 60% for educational content and 50-60% for cross-sell emails

## 3. Dynamic Segmentation vs. Mass Broadcasts

Reducing generic mass email broadcasts, Innovative Pest Control embraced Cinch's dynamic segmentation tools to create campaigns based on customer data and behavior. For example, new customers received emails timed 60 days after their initial sign-up to leverage cross-sell opportunities, ensuring personalized messaging at the right time. By delivering tailored content, they saw open rates as high as 60%. This level of engagement showcased the power of well-timed, relevant communication.

## 4. Maximizing Customer Lifetime Value

Through Cinch, Innovative Pest Control achieved remarkable results in boosting customer lifetime value. Average monthly billings per customer increased by 122%, from \$45 to \$100.

A dynamic email campaign promoting the Rodent Exclusion Program produced **\$5,000** in additional revenue.



Kevin Keim, the President of Innovative Pest Control, utilized Cinch to transform marketing and customer engagement.

## KEVIN KEIM'S SUCCESS STORY

Kevin's experience with Cinch proved the critical role of consistent touchpoints in customer communication. Emails allow customers to easily reply with questions. This simple interaction prevents potential customer losses and strengthens trust.

**"CINCH NOT ONLY ENABLED BETTER COMMUNICATION BUT SHOWED US HOW MUCH MORE POTENTIAL THERE WAS TO ENGAGE AND GROW."**

## KEVIN KEIM'S 5 TIPS FOR BUSINESSES

**01**

### Start Proactively Engaging Customers

Even simple touchpoints can make a big difference. If you aren't regularly communicating with your customers, you're likely missing revenue opportunities.

**02**

### Leverage Dynamic Segmentation

Use customer data to create personalized campaigns rather than blanketing all customers with mass emails.

**03**

### Bundle Services for Higher Value Offers

Combine related services to create more attractive pricing and operational efficiencies.

**04**

### Track ROI Carefully

Set specific prices or tracking mechanisms for campaigns to evaluate return on investment accurately.

**05**

### Assign a Dedicated Campaign Manager

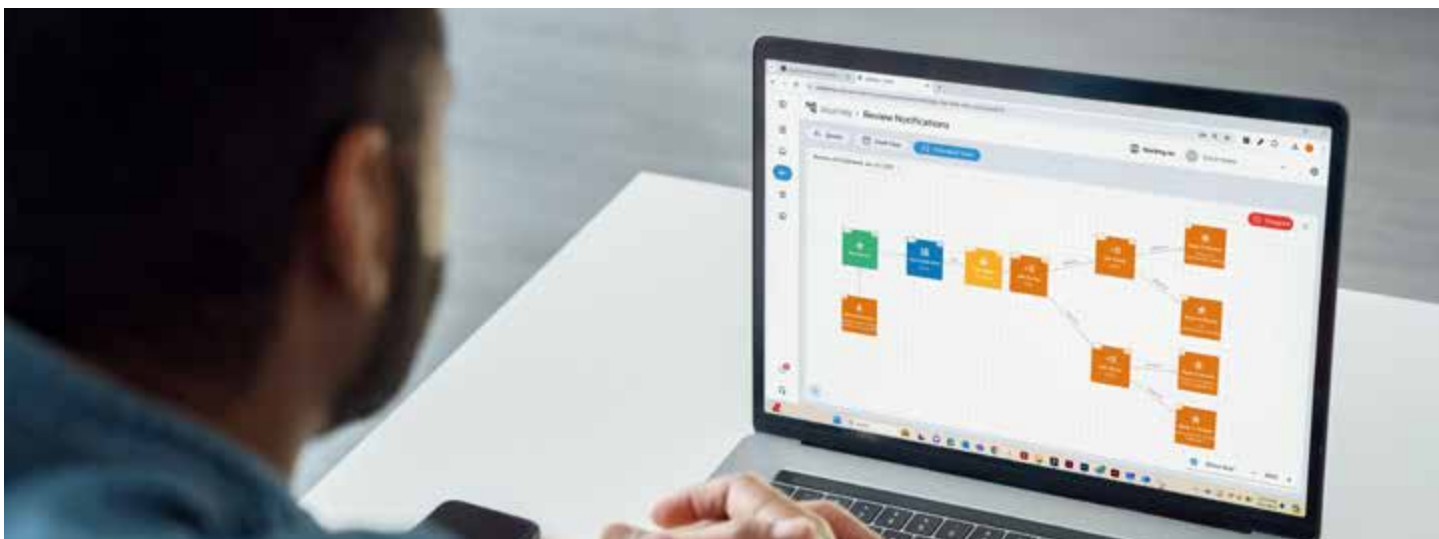
Platforms like Cinch require ownership to ensure consistent execution and follow-up.



## WHY CHOOSE CINCH FOR MARKETING AUTOMATION?

Cinch is more than a marketing automation platform—it's a customer engagement powerhouse. Built specifically for multi-location and service-based businesses, Cinch combines robust customer data management with industry-specific automation tools to help you retain customers, improve communication, and grow revenue.

**CINCH IS BUILT FOR MULTI-LOCATION, FRANCHISE, AND SERVICE-BASED BUSINESSES.**



## CONCLUSION

Innovative Pest Control demonstrates the power of proactive communication, targeted segmentation, and personalized campaigns in driving business growth. By partnering with Cinch, they didn't just improve their marketing—they transformed their customer relationships and unlocked untapped revenue.

Visit [www.cinch.io](http://www.cinch.io) to learn more.

Want a tour of our software? Try our new self-guided walk-through or schedule a guided product demo.

**Book a Demo**