

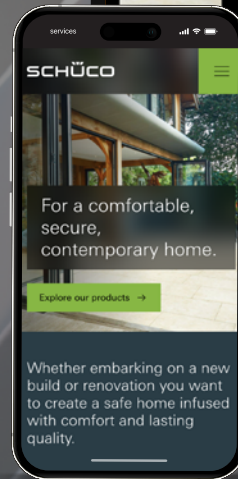
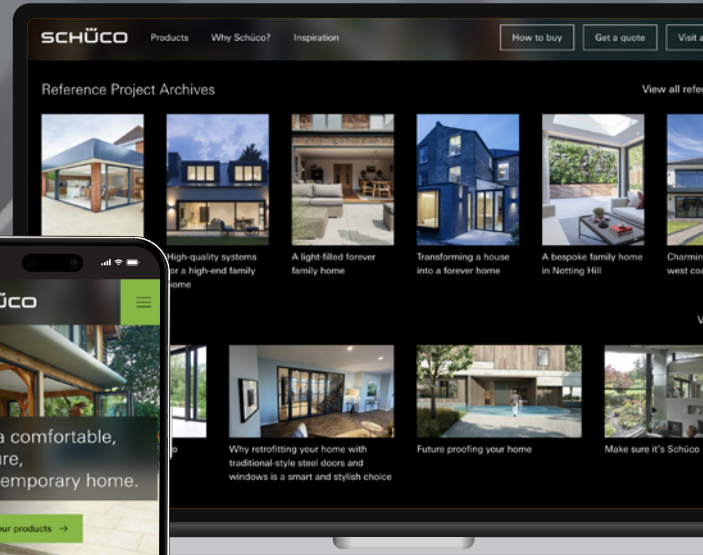
BEST APPLICATION OF MARKETING TECHNOLOGY



Schüco Home transforms clicks into customers and growth

Schüco has transformed its residential business with a custom-built CRM integrated into its new website. Automating every stage of the homeowner journey, it delivers high-quality enquiries instantly to partners while giving Schüco full visibility of the sales pipeline. Homeowner enquiries have tripled, conversions more than doubled, and ROI is proven with full visibility from first click to project won.

The platform doesn't just capture leads – it drives measurable growth, strengthens partner relationships, improves the homeowner experience and delivers lasting value.



Leads

Homeowner enquiries up **323%** in the **first 3 months** (year on year)

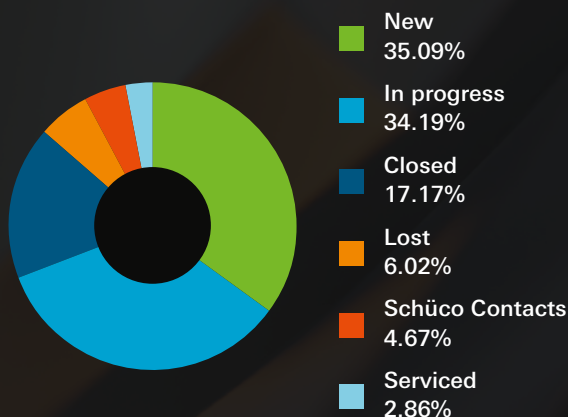
Views

Partner profile views rose by **226%**

ROI

The system has delivered a return of **29.3%** in its **first 5 months**. There is a further **£1.6 million** in the sales pipeline.

Contacts By Status



Estimated Metal Value By Campaign

