



## Certified Termite & Pest Control

### Background & Goals:

Certified Termite & Pest Control Dallas came to FreshLime because they wanted to more effectively interact with customers, and bring them back in the door. They were losing customers to competitors, and needed to make a change. They knew the experts at FreshLime would be able to help with their attribution, customer retention and online reputation.

### FreshLime Connect + PestRoutes:

We provided them with a powerful customer retention platform that utilizes transaction data to connect and engage with customers on the platforms and devices they use most.

These automated engagements establish relationships with new customers, re-engage lapsed customers, and win back lost customers. The platform directly integrates with PestRoutes (their customer relationship management system) to provide accurate attribution analytics, and drive recovered revenue.

### Engagements Types:

- Transactional thank-you emails.
- Educational tips for preventing/removing pests.
- Seasonal pest control reminders.
- Sales and promotional information.

## Results

Lifetime ROI:  
2,144.64%

Recovered  
Customers: 239

Mobile Opt-ins:  
95%

Reviews  
Collected: 154

Average Star  
Rating: 4.4