**Email Marketing Overview By Market**

**Campaign Summary:**

Initial Send: 9/8/2025 (Houston) | 9/9/2025 (Austin, Denver)

Redrop: 9/16/2025

KPI: Conversions (New Customers)

[*Tide Cleaners - LTD Comparison Report*](https://docs.google.com/spreadsheets/d/1djKXhoMF6NwEiTFDW5W31Hd3vAMq-fcaMbC3ErqT3Lg/edit?usp=sharing)





*Comparison to Prior Month*

Matched Revenue

Houston: +8% | Austin: +21% | Denver: +143% | Amarillo: +11%

Matched New Customer Revenue

Houston: +23% | Austin: +38% | Denver: +24% | Amarillo: -25%

Matched New Customers

Houston: +29% | Austin: +58% | Denver: -25% | Amarillo: -17%

Matched CAC

Houston: -18% | Austin: -28% | Denver: -32% | Amarillo: Added Value

**Campaign Performance Highlights**

*Geo-Fencing w/ Foot Traffic (targeting competitors only)*

* Houston continues to be the only market contracted for geo-fencing with foot traffic measurement, generating 52 store visits in September.
* The campaign achieved a strong CTR of 0.09%, indicating high engagement with competitive audiences in the Houston market.

*Addressable Solutions*

* Houston - drove 153 store visits from STV and 167 visits from Display.
* Austin - 14 store visits from Display efforts.
* Denver - 2,865 store visits for Display

*Social*

* Achieved an overall CTR of 0.06%, aligned with campaign objectives centered on broad reach and brand awareness.
* Engagement levels remain strong, with 254 post engagements in Houston and 154 in Austin, reinforcing Houston’s continued dominance as the top-performing market for social interaction.

*Premium Plus TV*

* Delivered 83.4K completed video views, marking a 207% increase from August, showcasing substantial growth in viewer retention and campaign reach.
* Maintained a 99.13% video completion rate, a strong indicator that audiences are highly engaged with the creative content.

*Creative Overview*

**Programmatic & Social Ads:**

* *Promotions:* 20% Off Comforter Cleaning • 20% Off Next Order • 50% Off New Guests

**Video Assets:**

* *Houston:* “Newer, Longer” and “7-Point Inspection”
* *Other Markets:* “Potluck” and “New Longer”

**Email Marketing:**

* Generic Offers” and “Same Day Delivery” — both including coupon incentives