

Tweet No. 1 - Oct. 20th



Durable Appliance Corp.

@durable

...

New vacuum, who dis? We just released the ElectroZoom XL, the first industrial-strength consumer vacuum. What features of our new product are you excited to try? [#DAClean #ElectroZoomXL](#)



5:00 PM · Oct 20, 2025

32 Retweets 9 Quote Tweets 348 Likes



Tweet No. 2 - Nov. 11th

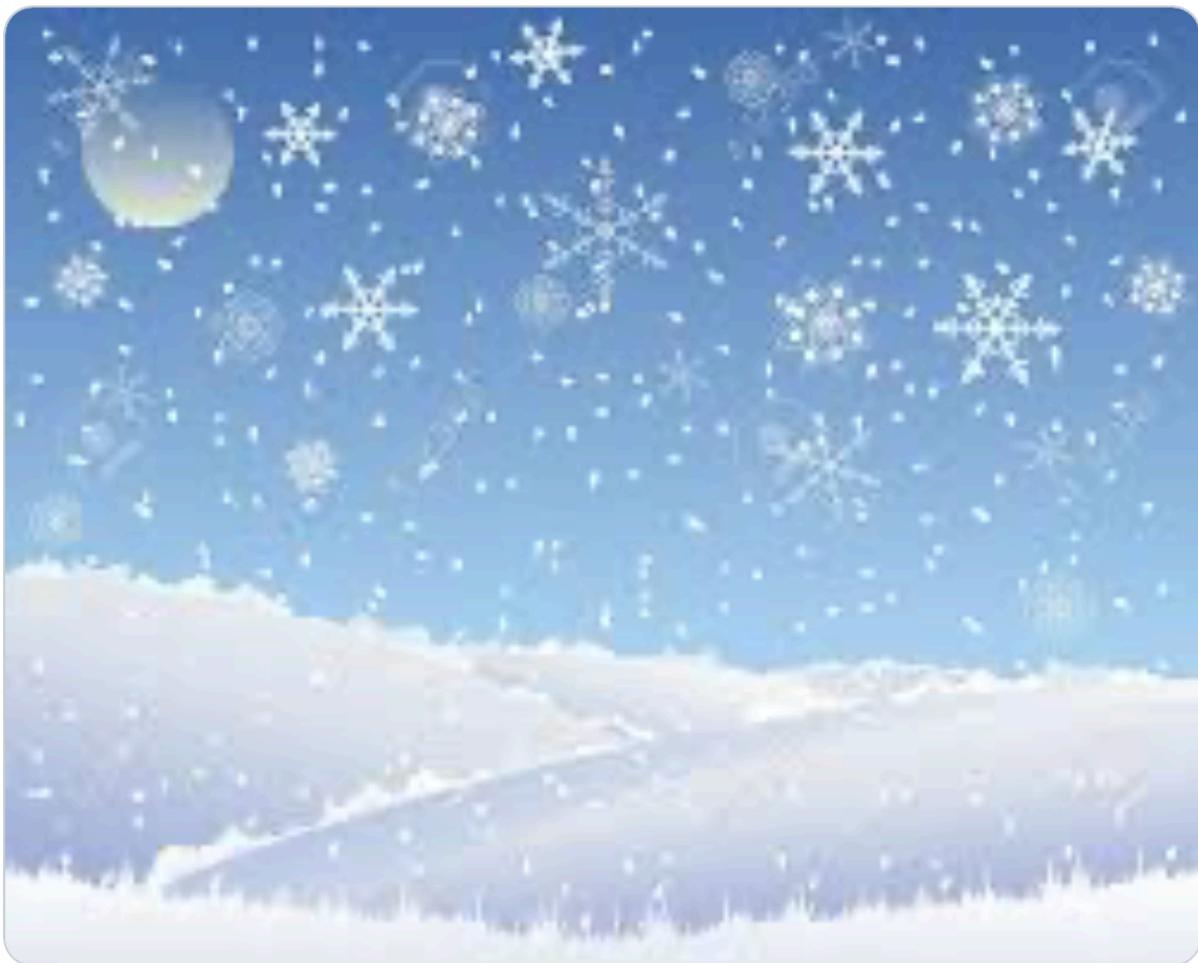


Durable Appliance Corp.

@durable

...

Brrr. Do you feel it? The cold means the season for sickness is approaching. How are you staying healthy this cold and flu season? **#DAClean #HealthyLiving**



1:00 PM · Nov 11, 2025

5.5K Retweets 1.4K Quote Tweets 57.5K Likes



Tweet No. 3 - Nov. 24th



Durable Appliance Corp.

@durable

...

In-laws an hour away, casserole in the oven, and cleaning supplies in hand. We get it. Show us how you tidy up this Thanksgiving. **#DAClean #**
HappyThanksgiving



1:00 PM · Nov 24, 2025

18 Retweets 4 Quote Tweets 1.2K Likes



Ad No. 1 - Google Ads

Search term: Best Vacuum

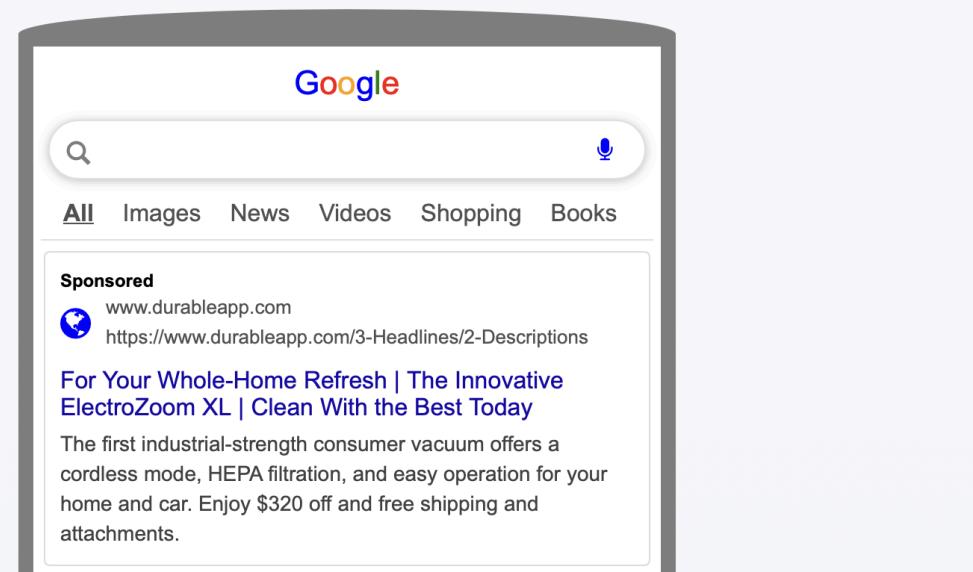
Sponsored

www.durableapp.com
<https://www.durableapp.com/3-Headlines/2-Descriptions> ▾

For Your Whole-Home Refresh | The Innovative ElectroZoom XL | Clean With the Best Today

The first industrial-strength consumer vacuum offers a cordless mode, HEPA filtration, and easy operation for your home and car. Enjoy \$320 off and free shipping and attachments.

Mobile Preview



Final URL: www.durableapp.com/offer

Headlines

... Headline 1	For Your Whole-Home Refresh	3
... Headline 2	The Innovative ElectroZoom XL	1
... Headline 3	Clean With the Best Today	5

Path: www.durableapp.com/ / 3-Headlines / 2-Descriptions

Descriptions

... Description 1	The first industrial-strength consumer vacuum offers a cordless mode, HEPA filtration, and	0
... Description 2	easy operation for your home and car. Enjoy \$320 off and free shipping and attachments.	2

Ad No. 2

“Transportation” concept

Appears on goodhousekeeping.com

- **Setup:** Please Watch Your Step
- **Payoff:** Unless You're Stepping up Your Cleaning Game
- **FBO:** Go where others can't with the ElectroZoom XL, the first industrial-strength consumer vacuum.
- **Offer:** Save \$329.90 now – and clean with the best.

Ad No. 3

“Baseball” concept

Appears on espn.com

- **Setup:** Walk up to the Plate
- **Payoff:** Knock the Mess out the Park
- **FBO:** Defend your home field with the ElectroZoom XL, the first industrial-strength consumer vacuum.
- **Offer:** Don't play dirty – save \$329.90 now.

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