

Trend-smart content opens the tap on brand engagement



Challenge: Moen, an industry-leading manufacturer of faucets, showerheads, accessories and sinks for residential and commercial applications, needed to stay top of mind with builders, plumbers, remodelers and designers. The goal: ensure they continue to specify and purchase Moen products for their projects.

Solution: We worked with Moen to create content for Moen OnSite, a monthly e-newsletter for trade professionals. The newsletter is packed with rich content, including videos of industry experts discussing the latest design trends, innovative products, sustainable construction practices, and new-business opportunities, such as the expanding aging-in-place market.

Result: Each issue of the e-newsletter is measured and analyzed to understand how it performed against expectations and accepted standards. Open rates and click through rates exceeded both Moen's benchmarks and industry averages. A/B testing strategies are implemented to continuously improve audience engagement.