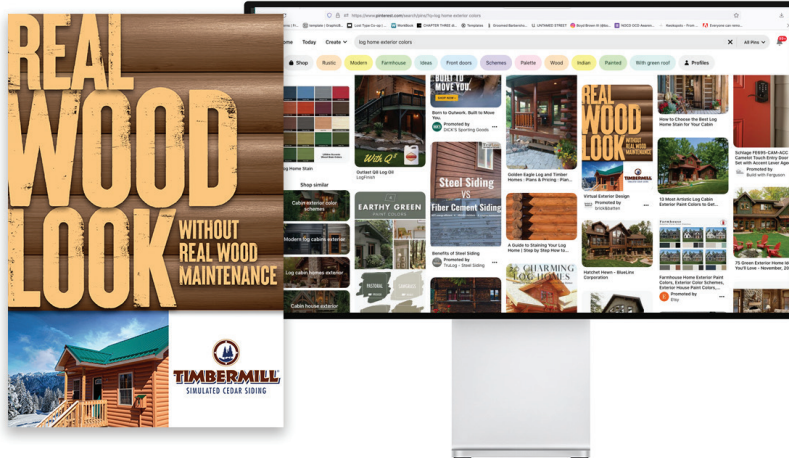


TIMBERMILL VINYL SIDING



Timbermill Vinyl Siding

Timbermill manufactures cedar log and cedar plank siding that mimics the look of real wood.

GOAL

To improve brand awareness and increase product sales.

STRATEGY

Thread Marketing Group worked closely with Timbermill's sales and marketing team to review data and determine the best states to target. Thread then developed digital campaigns consisting of paid social, organic social, programmatic banner and Google Ads. Throughout each year, adjustments were made to the states being targeted depending on weather, construction season, and sales volumes. Thread also reviewed campaign analytics and adjusted budget allocations between tactics to optimize marketing spend.



RESULT

– 169% increase in sales from 2019 through 2022

To learn how Thread can help you connect simply, contact **Jim Rush** at 419.345.6789 or jim@threadgroup.com.