

Leading Digital Innovation in Home Improvement

Client Overview

A premier advertising company specializing in home improvement marketing sought to expand beyond print media and enhance its digital presence. Known for its in-house ad design, direct-mail campaigns, and targeted email marketing, the company aimed to create a more interactive and accessible digital platform to better serve its network of home improvement professionals and homeowners.

The Challenge

The company recognized the need to modernize its digital strategy to improve service delivery and engagement. It needed a platform that could:

- Strengthen connections between home improvement professionals and homeowners.
- Provide a seamless, interactive online experience.
- Maintain market leadership while embracing digital transformation.

However, outdated digital tools limited direct engagement, making it difficult to create a scalable, intuitive platform that aligned with its print marketing efforts.

The Solution

Vastly's Technology team developed a custom digital marketplace designed to enhance the connection between homeowners and home improvement professionals. This AI-powered platform introduced innovative features to streamline engagement and service discovery.

Key Features:

- **Professionally Curated Profiles** – Expertly managed listings ensure accurate representation of service providers.

- **Intuitive Search Interface** – Homeowners can easily find and connect with verified professionals.
- **AI-Powered Home Improvement Assistant** – A 24/7 AI assistant offering project inspiration, visualizations, and pro recommendations.

This transformation positioned the company as a leader in digital home improvement solutions, making expert services more accessible to homeowners.

The Results

The launch of this custom digital marketplace is significantly improving advertiser-homeowner engagement and streamlined service delivery. The enhanced platform:

- Improves customer satisfaction through a more interactive and intuitive experience.
 - Expands revenue opportunities by providing advertisers with better exposure.
 - Strengthened market presence in both print and digital home improvement advertising.
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Next Developments

As part of its ongoing innovation, the company is collaborating with Vastly to introduce homeowner financing options and additional digital features:

- **Homeowner Financing** – Powered by Vastly’s financial products, allowing homeowners to finance renovations directly through the platform.
- **DesignAlign** – A design selection and budgeting tool that generates qualified leads for contractors.
- **Contractor Financing Solutions** – Offers support for material procurement, cash flow management, and credit lines for contractors.

Additionally, Vastly will develop the DX Portal, a new digital marketing platform to enhance the company’s advertising capabilities further.