



PEST-END CASE STUDY

DRIVING GROWTH AND
EFFICIENCY WITH CINCH



Company:
Pest-End

Co-owner and COO:
Courtney Carace

Service Areas:
MA, NH, ME, RI, VT

INTRODUCTION

Founded in 1977, Pest-End is a second-generation, family-owned pest control company with deep roots in New England. For over 40 years, Pest-End has been a trusted name in pest and wildlife control, serving residential and business customers with innovative, effective, and personalized solutions. With a commitment to quality and a focus on customer satisfaction, Pest-End has become a leader in its industry.

At the helm of Pest-End is Courtney Carace, co-owner and chief operating officer. As a second-generation leader, Courtney has been instrumental in driving the company's growth and innovation. Her hands-on approach and dedication to operational excellence have positioned Pest-End as a forward-thinking company that embraces technology to meet the evolving needs of its customers. Under her leadership, Pest-End partnered with Cinch to revolutionize its marketing and customer engagement strategies, achieving remarkable results.

CHALLENGE

Scaling a family-owned business in a competitive market is no small feat. For Pest-End, the challenge was clear: how to grow their customer base, retain existing clients, and maintain the personalized service that sets them apart—all while navigating the complexities of modern marketing and operations.

From educating customers about their full range of services to ensuring consistent communication across multiple markets, Pest-End needed a solution that could deliver measurable results without adding to their team's workload.

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SOLUTION

Pest-End implemented Cinch, a user-friendly platform designed to automate and optimize customer engagement. With the support of the Cinch customer success team, Pest-End integrated the platform with its CRM, Evolve, and launched a series of targeted campaigns. The result? A seamless, data-driven approach to marketing and operations.

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PEST-END'S KEY CAMPAIGNS AND RESULTS

01 Win-Back Campaign

- Objective: Re-engage customers who had canceled services.
- Approach: Targeted outreach offering small incentives to return.
- Results: Over \$15,000 in recovered business within two months.

PestEnd launched a targeted campaign to reconnect with former customers and recover lost revenue.

"I was nervous about launching the win-back campaign. But the numbers don't lie—over \$15,000 in recovered business in just two months. It's proof that when you show customers you care, they respond. It's been a massive success for us."

02 One-Time Service Campaign

- Objective: Drive engagement with one-time service customers.
- Approach: Offer discounts and follow-up incentives to encourage repeat business.
- Results: Strengthened customer relationships and increased service uptake.

"This campaign has been about more than just revenue—it's about building trust. By offering small incentives and following up thoughtfully, we've shown our customers that we value their business. It's been incredibly impactful for strengthening relationships and keeping them coming back."

03 Welcome Letter for New Customers

- Objective: Educate new residential customers about Pest-End's services and values.
- Approach: A personalized letter highlighting services, family-owned roots, and practical account information.
- Results: Improved customer understanding and trust, setting Pest-End apart from competitors.

"We'd talked about creating a welcome letter for years, but it never got off the ground—until Cinch. Now, every new customer on a recurring program gets a personalized letter that not only explains our services but also shares our story as a family-owned business. It's been a huge step forward in how customers see us."



The Pest-End team pictured from left to right: Courtney Carace, COO; Amanda Forrestall, President; and Adam Carace, CEO.

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04 Prepaid Discount Reminder

- Objective: Reduce customer frustration and improve payment processes.
- Approach: Automated reminders for prepaid discounts, ensuring customers were informed ahead of charges.
- Results: Enhanced customer satisfaction and operational efficiency.

“Before Cinch, we’d forget to send reminders ahead of annual charges for the prepaid discount plan. Customers would get upset when their cards were charged. Now, it’s all automated. Customers get a friendly heads-up, and we avoid frustration on both sides. It’s such a simple change, but it’s made a huge difference.”

05 Declined Payment Campaign

- Objective: Address declined payment methods promptly.
- Approach: Automated reminders to update payment information.
- Results: Saw a 20% reduction in declined payments and faster revenue collection.

“Declined payments used to be a headache for our team. Now, Cinch sends out kind reminders automatically, and the response has been incredible. We’re collecting payments faster, and our accounts receivable has dropped 20% in the last few weeks. Cinch played a significant role in that.”

06 Acquisition Outreach

- Objective: Retain customers from a recently acquired mosquito and tick company.
- Approach: Text and email campaigns to welcome customers and introduce them to Pest-End’s brand.
- Results: 85% customer retention without the need for time-intensive phone calls.

“When we acquired a mosquito and tick company, we knew we had to make a strong first impression with their customers. Cinch made it easy to send personalized texts and emails, welcoming them to our brand. The response was amazing—customers felt valued, and we retained more than 85% without the heavy lift of phone calls.”

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85% customer retention without the need for time-intensive phone calls.

“WE’RE NOT JUST USING A PLATFORM—WE’VE GAINED A TRUE PARTNER.”

How the Cinch Customer Success Team Supported Pest-End

The Cinch customer success team played a pivotal role in Pest-End’s success. From strategic campaign planning to hands-on support, the team ensured Pest-End maximized the platform’s potential.

“The Cinch customer success team has been incredible. They didn’t just help us set up campaigns—they taught us how to think strategically about our communication. Their insights on timing, open rates, and customer fatigue have been invaluable. With Cinch, we’re not just using a platform—we’ve gained a true partner.” —Courtney Carace

Frank Carreno from the Cinch customer success team shared some insights into Pest-End’s successful onboarding process led by Courtney.

“Courtney’s onboarding process was incredibly smooth and enjoyable. She was open to learning, asked smart questions, and applied what we discussed right away. Seeing her campaigns succeed and knowing Cinch played a role in that has been really gratifying.”

THE IMPACT OF CINCH ON PEST-END’S OPERATIONS

Cinch’s versatility has transformed Pest-End’s operations across marketing, finance, and sales. Key benefits include:

Automation: Campaigns run seamlessly in the background, saving time and reducing manual effort.

Customer Engagement: Email open rates exceed 55% and text delivery has a success rate of nearly 100% with an incredibly low opt-out rate of 0.05%. These channels allow customers to engage in their own time.

Data-Driven Insights: Integration with Evolve provides valuable data for strategic decision-making.

Brand Consistency: Unified messaging across markets has strengthened brand recognition.





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55% Email open rate

100% Text delivery success rate

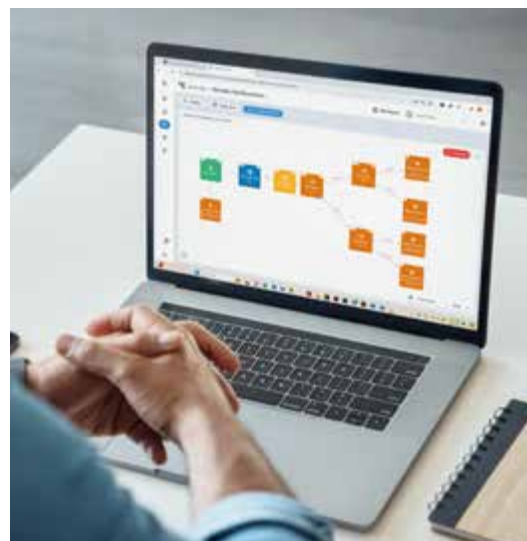
“IT’S ABOUT BUILDING ON THAT TRUST AND TURNING IT INTO LONG-TERM GROWTH. WITH CINCH, WE’RE CONFIDENT WE CAN REACH OUR GOALS.”

PEST-END’S VISION FOR GROWTH WITH CINCH

Pest-End is focused on growing its residential customer base, increasing recurring revenue, and maintaining brand consistency. Cinch provides the tools and support needed to achieve these goals, helping Pest-End capitalize on opportunities and scale effectively.

“We’re not a door-knocking company, so we rely heavily on marketing. We know our customers trust us, and Cinch helps us show them all the services we offer. It’s about building on that trust and turning it into long-term growth. With Cinch, we’re confident we can reach our goals.” —Courtney Carace

Cinch has proven to be more than just a platform for Pest-End—it’s a partner in growth. By automating processes, enhancing customer communication, and providing strategic insights, Cinch has helped Pest-End scale effectively while staying true to its family-owned roots.



See Cinch can help your business scale effectively by visiting www.cinch.io/book-a-demo/