


CASE STUDY: Zintex Remodeling Group

# How Zintex Generated \$74K+ in Sales and 38 Referrals with Snoball



## COMPANY SUMMARY

 Number of employees:  
51-200

 Industry focus:  
Bathroom Remodeling

 Founded:  
2001

## RESULTS

**\$74k+**

Revenue from Sales

**38**

Referrals Generated

**6**

Months of Using Snoball



## THE CHALLENGE

*Struggling to capitalize on positive customer momentum without a structured referral system*

Zintex Remodeling Group, a family-owned bathroom remodeling company operating in 30 markets across eight states, relied heavily on referrals and repeat business as their most cost-effective and reliable lead sources.

However, despite recognizing their importance, the company faced significant challenges in creating a structured and scalable system to generate and manage these referrals.



**Eric Peschke**

Vice President of  
Marketing @ Zintex

*"We know referrals and repeat business are always going to be our lowest cost per lead... **We didn't really have a structure in place** as far as what we feel like is attainable for the number of referrals that we are able to generate."*

Before Snoball, Zintex's internal efforts included incentivizing team members like design consultants and installers, but this strategy lacked consistency and scalability.

Zintex needed a solution to streamline their approach and drive results.

## THE SOLUTION

### *Automating referrals with ongoing customer engagement*

Zintex partnered with Snoball to implement a hands-off referral platform that automated customer engagement and improved program scalability.

The Snoball platform allowed Zintex to:

- Automate customer communication, reminding them about the referral program and its benefits.
- Offer incentives for referrals, including a \$250 payout for successful leads.
- Generate and promote customer reviews to improve their online visibility.

*“I like the way that the Snoball platform is **constantly communicating with the customers** and letting them know about the fact that we have a referral program and what’s in it for the customer.”*

*- Eric Peschke, Vice President of Marketing @ Zintex*



The onboarding process was tailored to fit Zintex’s industry and goals, making it easy for their team to focus on converting leads rather than managing the system.

Eric shared how the platform’s affordability was a major advantage—designed for businesses of any size, not just large companies with massive budgets. He believed that with the right implementation, it could work for any company.

# THE RESULTS

## *Record-breaking success in referrals*

Zintex achieved significant milestones within 6 months of launching their Snoball-powered referral program:

- **\$74K+** in revenue from referral sales.
- **38 new referrals** generated.
- **Record-setting referral** month in October

October proved to be a standout month for Zintex, as they achieved their highest net revenue from referrals in company history. This remarkable milestone demonstrated not only the program's effectiveness but also its ability to create meaningful, measurable growth for the business.

Eric Peschke, Vice President of Marketing at Zintex, emphasized the importance of persistence, stating that building a successful referral program takes time and consistent effort. However, the results proved to be more than worth the investment, validating the decision to prioritize referrals and reviews.

The groundwork laid earlier in the year paid off in a big way, with a ripple effect that continues to drive success.

## Key Metrics

# \$74k+

Revenue from Sales

Revenue generated from referrals captured through Snoball.

# 38

Referrals Generated

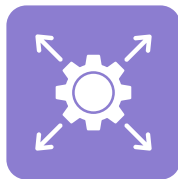
Total number of sales directly attributed to customer referrals.

# 6

Months of Using Snoball

Timespan in which Zintex was able to achieve these results

## KEY OUTCOMES FOR ZINTEX



**Scalable Referral  
System**



**Increased Customer  
Engagement**



**Improved Online  
Presence**

## Scalable Referral System

Snoball provided a framework that replaced ad-hoc processes with automation and ensured referrals were tracked and managed effectively. This allowed Zintex to focus on delivering exceptional customer experiences while the referral system worked seamlessly in the background.

## Increased Customer Engagement

Zintex leveraged Snoball to maintain constant communication with customers, encouraging them to participate in the referral program. As a result, customers felt more valued and were more likely to recommend Zintex to their friends and family.

## Improved Online Presence

By generating more reviews, Snoball helped Zintex rank higher organically, creating more leads beyond referrals. The increased visibility also strengthened Zintex's reputation as a trusted provider in the remodeling industry.



## ZINTEX X SNOBALL PARTNERSHIP

*A seamless partnership driving long-term success*

Zintex credits the success of their referral program to the seamless implementation and supportive partnership with Snoball:

*"You guys have knocked it out of the park as far as being easy to work with, easy to implement. The system is a hands-off system on our end where it's basically doing the work for us. And then we get to reap the results."*

*- Eric Peschke, Vice President of Marketing @ Zintex*

Zintex looks forward to continued growth with Snoball as their referral program builds momentum.







## WHO IS ZINTEX REMODELING GROUP?

*A family-owned bathroom remodeling company dedicated to transforming homes*

Over the years, Zintex has grown from a local business into a trusted name, now serving 30 markets across eight states. Despite their expansion, they remain deeply rooted in family values, prioritizing exceptional customer service and fostering a supportive company culture.

Zintex's commitment to excellence has made them a leader in the remodeling industry, known for delivering beautiful bathroom solutions tailored to meet each customer's unique needs.

### Get started with Snoball

Snoball is a word of mouth marketing platform that leverages the power of your happy customers to get referrals, reviews, video testimonials and more.



**Book a  
Demo Now!**

