



Case Study

PRE-MOVER DATA HELPS MAJOR RETAILER MOVE MERCHANDISE.

3.3x

Pre-mover campaign performance versus control group

The Business Challenge

A well-known, highly successful, online mattress retailer was looking to move into the physical retail space in order to grow revenue and further build their brand. Targeting increasingly mobile consumers who were in the market for their products, they tried using new mover data from another provider. While this drove some business, the majority of consumers who had already moved had previously made decisions about the products this retailer was selling. They needed to find a way to reach people before their decision was made.

Deluxe Answers

After hearing about this company's challenges, our team proposed a pilot program that tested new mover data against multi-sourced, "first to the market" pre-mover data. The thought is that people who buy large household items such as mattresses, do so in the 6 weeks prior to moving. This allows them to have the item delivered to their new address rather than having to pay for deliveries to first their current and then their future homes. By aggregating data from dozens of leading mover trigger databases on a weekly basis, Deluxe was able to provide 4x the reach of other providers while quickly reaching potential customers the first time they appear in the database.



Case Study: Pre-Mover Data Helps Major Retailer Move Merchandise.



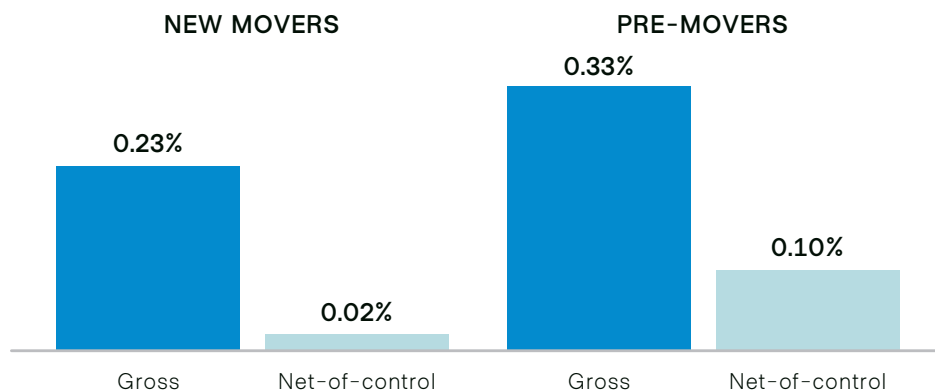
Results

Partnering with the company's creative agency, we created a targeted direct mail campaign focused on the markets where there was already a retail presence.

Targeting a total of 50,000 consumers (spread among 3 groups: new mover, pre-mover and a control group) in key areas of California and Washington, the campaign was deployed in four waves, each featuring a coupon code for 15% off any purchase.

The Deluxe Difference

While net-of-control remained mostly flat for the new movers, the pre-mover segment showed an impressive .10% lift, resulting in increased traffic, gross sales, and per unit sales. Except for one, all markets saw an increase in both orders generated and units sold.



With this success, discussions are underway for a national rollout to support their retail store growth and even extend the program to their regional big box distribution partners.



Want more information?
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