

Campaign Optimizations Led to 90% decrease in Acquisition Costs for Consumer Services Company

Case Study

Business Challenge

A consumer services brand needed a high-impact acquisition campaign to hit aggressive growth goals. Their marketing team identified new movers as a strong target but struggled to find a provider who could deliver results—until they partnered with Deluxe. A successful pilot showed strong performance and solid acquisition costs. From there, the client challenged Deluxe to increase orders while driving acquisition costs even lower.

Deluxe Solution

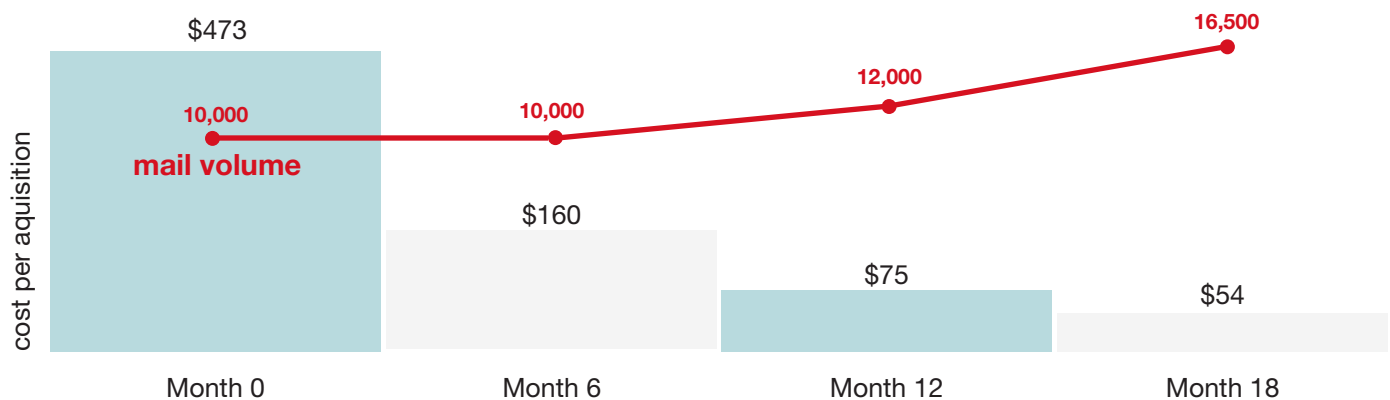
Deluxe data analysts dissected the pilot campaign to identify high-performing segments, while the client support team explored new triggers, data types and channels to help improve campaign results. They presented data-backed recommendations designed to lower acquisition costs, increase mail volume and drive new customers.

Once aligned on the best options, Deluxe implemented a test-and-learn cadence—prioritizing enhancements with the greatest potential impact.

Program Results

In just four months, the client cut acquisition costs per order by 70%. But Deluxe kept pushing. Over the next year, costs dropped nearly 90% from the original pilot, while weekly mail volume increased by 65%.

After 18 months, the client reported that the trigger program from Deluxe was 108% more efficient than any other marketing program they run.



Put our teams to work for you!
Contact us today.

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