

Website Retargeting Drives 3x More Conversions Than Unstimulated Audience

Case Study

\$80

Cost per incremental order from direct mail retargeting of cart abandoners.

Business Challenge

After seeing strong results from trigger-based campaigns powered by Deluxe, an Internet Service Provider (ISP) wanted to explore new ways to drive efficient customer acquisition. With a proven ability to activate key consumer behaviors, Deluxe was asked to identify other high-intent signals that could be used to trigger outreach and convert more prospects.

One stood out: cart abandonment. With steady website traffic dropping off at checkout, the ISP saw a chance to turn this common pain point into a performance driver—and asked Deluxe to help re-engage and convert these prospects efficiently.

Deluxe Solution

Deluxe proposed a tailored direct mail outreach featuring a personalized offer and a clear call-to-action to drive users back to their cart. As always, Deluxe recommended launching with a controlled test and holdout audiences to isolate results and measure true incremental lift and cost-efficiency.

Program Results

In just eight months, prospects who received the triggered outreach were 3x more likely to return and complete their purchase than those who were not contacted. Even more impressive, with an acquisition cost of just \$80, it became one of the ISP's most efficient programs ever.

By turning cart abandonment into a performance trigger, the brand re-engaged high-intent prospects and proved the impact of smart, always-on trigger-based targeting.

Want to target movers in your market?

Contact us today.

DataDrivenMarketing@deluxe.com

877.214.2513

deluxe.com/triggers

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