Home Furnishings Company Improves Response with Faster Speed-to-Market

Case Study

Business Challenge

A national home furnishings brand had been running monthly mover programs with competing providers before engaging Deluxe. They found it very challenging to move to a weekly cadence but wanted Deluxe to help them gain a competitive edge and increase revenue by reaching movers more quickly after a triggering event.

Deluxe Solution

While the brand was initially content with its monthly outreach, insights from Deluxe showed that delaying outreach by just 1–3 weeks could significantly reduce revenue, prompting the brand to explore faster engagement.

Deluxe provided compelling data from thousands of campaigns, demonstrating that mailing to households within the first week of their move leads to higher response rates and average order values. Each week the mailing is delayed results in a measurable decrease in revenue potential. Based on this analysis, the home furnishings brand piloted a weekly mover program using Deluxe's unique dataset to test the impact of quicker outreach on their campaigns.

Program Results

The pilot program proved highly effective, showing that fresher mover data significantly boosts response rates. Mover data 4–5 weeks old produced a 1.82% response rate, while data 1 week old achieved 4.47%. This shift to a weekly program resulted in a 145% lift in response rates and a 5% increase in average order value.

145%

Lift in response rate by changing to a weekly program

5%

Lift in average order value

Want to target movers in your market?
Contact us today.

DataDrivenMarketing@deluxe.com
877.214.2513
deluxe.com/triggers

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