

National Mattress Brand Improves ROAS with Targeted Optimizations



deluxe+
PAYMENTS & DATA

Case Study

Business Challenge

A national mattress retailer sought a partner to help them target movers in the market for a mattress. Although they had conducted various acquisition campaigns before, they were particularly interested in the Deluxe new mover program due to its unique success formula—speed, coverage and segment accuracy.

Deluxe Solution

While the client initially aimed to target only new movers, Deluxe recommended a mix of pre-movers and new movers. Based on extensive data from thousands of trigger campaigns, Deluxe identified pre-movers as a more effective target.

Deluxe deployed an 8-week direct mail pilot targeting 200,000 households split between 50,000 new movers and 150,000 pre-movers. The campaign included optimizations such as focusing on movers within a specific distance from stores and using a propriety density model to select statistically optimal DMA's.

Program Results

Although the pilot program surpassed the retailers' initial goals, the true value emerged when Deluxe's strategists delved into the data, refining their proprietary tools and models to tailor the campaign to the client's specific market. Eager to capitalize on these insights, the client approved a more refined, always-on weekly trigger program. This optimized approach resulted in a remarkable 1,400% ROAS, a significant enhancement from the already impressive 800% ROAS achieved during the pilot.

833%

ROAS on initial pilot
campaign

1,424%

ROAS on optimized
campaign

Want to maximize ROAS in your next campaign?

Contact us today.

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