

New Mover Campaign With Digital Ad Display & Custom Variable Print

A CASE STUDY - POWERED BY MTI CONNECT

BACKGROUND:

A specialty furniture retailer was seeking to expand its Texas market share by targeting a new audience, New Movers. The goal was to drive more store sales and general new business, while expanding their acquisition efforts that were declining, stale, and at a competitive disadvantage.

CHALLENGES:

- The Texas market, as for many sectors, is often saturated.
- Historically, the client was at a competitive disadvantage with poor market share performance and was not in the right position strategically to reach new audiences in a timely and cost-effective manner.
- Gaining visibility into new prospect markets was a new perspective that required a different approach that blended digital and traditional marketing efforts.

SOLUTION:

The new mover campaign commenced with refining their current trading areas by using store purchase data from the past 24 months to better define each market. Secondly, from the Consumer Profile, the target audience was narrowed down to household incomes of \$95,000+, with a mix of renters and homeowners. The digital ads and direct mail pieces were designed to be hyperlocal, highly targeted with specifics of the store creative including the store manager's name and a "Welcome to the Neighborhood" incentive of a free in-home design consultation. Each New Mover household received 1 digital ad per day and 2 custom variable postcards over the course of 60-days. The retailer was ecstatic about the fact that we identified key IP addresses and targeted new movers into their store areas on daily basis, bypassing all other intermediary steps that often cause needless delays.

RESULTS:

The campaign resulted in a return on Ad Spend of over 1600%. Over the four-month test, the households targeted resulted in 482 sales during this period returning more than \$374,700, with an average sale of more than \$777. More than half of the targets who viewed an online Ad Display also went to the physical store location, as opposed to just ordering products online.

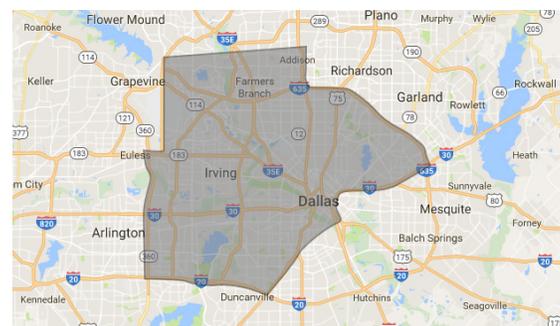
	Online	Offline	Total
Direct New Mover Sales	226	256	482
Sales	\$91,084.66	\$283,679.09	\$374,763.75

*Over a 60-day per period

The average American moves 11.7 times in their lifetime, and within the first 180 days, **new homeowners spend \$9,700 on items for their new home**
(U.S. Census Bureau)

New movers are **5x more likely** to become long-term customers if you can reach them before the competition
(V12 Data)

Movers are **3 times more likely** to buy furniture than non-movers
(Speedeon)





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EXAMPLE:

 = variable fields for personalization per individual recipient

EVERYDAY SAVINGS
DAILY SALES | SEASONAL EVENTS | CLEARANCE

Your Preferred Store
SAN FRANCISCO
4700 GEARY BLVD
415-386-0933

SAVE \$10
ON PURCHASES OVER \$150*

TO REDEEM, ENTER CODE OR
PRESENT IN-STORE AT CHECKOUT.



QPNHPOSTCD • EXPIRES 11/30/18

*Exclusions apply. Valid on Possini Euro Design, John Timberland, Casa Vieja & more top brands! For the full list call or see store associate for details.

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