

# FURNITURE RETAILER CASE STUDY

## SHARED MAIL INCREASES TRAFFIC & SALES

### ► *Objective:*

Noticing a drop in success from a long-time furniture client, Mspark ran a needs analysis to uncover solutions that would help increase sales and create a positive impact by converting from an in-house solo mail program to Mspark's shared mail.

### ► *Media Used:*

Targeted Print & Mail

## **MSPARK APPROACH:**

- Adjust mailings to match a change in the internal sales tracking strategy within the company
- Analyze the areas surrounding the store's locations to determine the best carrier routes matching their customers
- Target the best 400,000 households at carrier route level with the right message
- Run offers consistent with seasonal sales that will help drive customer traffic

## **OFFERS:**

- Save 10%-50% OFF

## **RESULTS:**

- Consistent sales increase for each mailing location
- Successful mailings then allowed the company to mail an additional 45 locations and 100,000 more households per month