

FURNITURE STORE RELOCATION CASE STUDY

INCREASE LOCATION AWARENESS & PROMOTE EVENTS

► *Objective:*

After a recent relocation, this furniture retailer needed to increase awareness of the new location while also promoting their annual Customer Appreciation Event to new and existing customers.

► *Media Used:*

- Impact Postcard
- Preprint Insert

MSPARK APPROACH:

- Perform lifestyle analysis utilizing client provided customer data
- Identify key ZIP Codes around the new location based on look-alike customers and propensity to purchase furniture or bedding
- Utilize client provided database to segment customers by geography to receive targeted offers

RESULTS:

- 60% increase in sales YOY
- \$86,000 in sales directly attributed to mailer

FEEDBACK:

Throughout the promotion, many customers remarked how they thought the business had closed until seeing the mailer.

“I’ve never been this busy and sold this much inventory with a promotion before.”

—Satisfied Client