

Case Study | Furniture Retailer

Reverse Append

The Background

A national retailer of home furnishings, with over \$3B dollars in annual revenue, wanted to capitalize on its web traffic and leverage longer purchase cycles to boost its sales.

The Challenge

We were tasked with taking prospective consumers browsing their site and redirecting them to the client's physical store. This required clear triggers to ensure efficient spend, and that only high quality leads would be targeted.

Our Approach

Using our Reverse Append offering, we were able to find anonymous IP addresses of potential customers with cart abandonments, and match them to a physical address. The home records which we were able to append an IP address, with a 95% certainty, were then sent a custom-printed First-Class Mail piece. Households across four states, located near brick-and-mortar store locations were targeted, while current customers and prospects who received other direct mail initiatives during the month of the offer were suppressed from the Reverse Append mailings.

Performance

- Return on Ad Spend (ROAS) for this campaign was over 1,100%
- 0.9% of all targeted homes converted
- Generated \$250,000 dollars in incremental additional revenue