



Case Study

Client

Flooring Company

Quantity Mailed

10,003

Target

10 mile radius with home value over \$300k

Campaign Details

A flooring company in Florida was looking to execute a one-day private sale to increase sales for a low performing store. They chose to target homeowners with home values over \$300,000 and within ten miles from the participating store. The flooring customer offered up to 50% off on all flooring and 18 months interest free financing.

They launched an omni-channel direct mail campaign which included Social Match, Mail Tracking, Informed Delivery, Social Media Follow Up, Google Ads, Discovery Ads and Social Media Geotargeting. The mail piece was a bi-fold self-mailer. The goal was to get as many pre-measure phone calls before the sale.

The sale was a tremendous success. The flooring company received 28 pre-measure phone calls before the actual sale. The revenue generated far exceeded the cost of the direct mail campaign. The customer was so satisfied with the results that they decided to extend the digital advertisements for an additional month.

Impressions

14+ Per Piece

Engagement

11% +

Informed Delivery® Emails

2,722+ Opened

Social Media Follow Up

25,914

Discovery Ads

25,523

Total Ad Displays

139,795

Social Media Geotargeting

38,227

