

Internet Service Provider Shifts to Pre-Mover Triggers to Get Record-Low CPIO

Case Study

Business Challenge

A global Internet Service Provider (ISP) sought a bold acquisition strategy to meet ambitious growth goals for their fiber business. While their marketing team identified new movers as a prime target, existing efforts fell short. They needed an agency partner to turn new mover marketing into a results-driven acquisition engine.

Deluxe Solution

Leveraging its ISP expertise, Deluxe recommended targeting both new movers and pre-movers, reaching consumers earlier in their decision-making process. Using its industry-leading trigger data lake, Deluxe is able to identify 7x more pre-movers than the next best provider. This advantage allowed Deluxe to craft a campaign that connected the ISP with movers sooner, accelerating market entry.

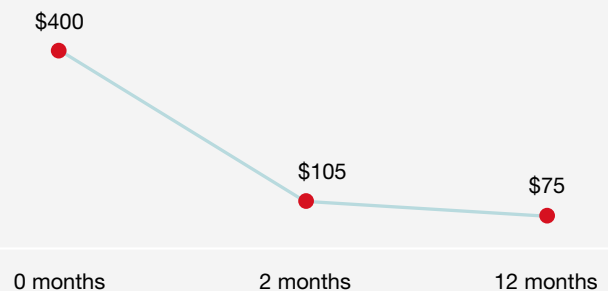
Program Results

Deluxe launched a pilot designed to test feasibility and set baseline performance benchmarks. Initially, the cost per incremental order (CPIO) was \$400. Through real-time optimization, Deluxe reduced the CPIO to just \$105 within eight weeks, showcasing the strategy's efficiency and impact.

By the program's end, approximately one year later, Deluxe achieved a record-low CPIO of \$75 per account. This success and the efficiency gains inspired the ISP to expand into untapped markets, helping to fuel future growth and solidify their competitive position.

+ The campaign reduced the cost per order from **\$400 to \$100** in just two months, eventually hitting a **record low of \$75** the following year.

Cost/Incremental Order



Looking to acquire pre-movers affordably?
Contact us today.

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PAYMENTS & DATA