

Omni-channel Mattress Company Increases Revenue with Pre-mover Triggers



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PAYMENTS & DATA

Case Study

Business Challenge

An omni-channel mattress company came to Deluxe wanting to run a movers program targeting consumers looking to upgrade their mattress or bedding during a move. The Deluxe consumer mover trigger solution is designed to help retailers find and convert consumers that are on the move and likely to be in the market to upgrade their existing mattress or bedding.

Deluxe Solution

Deluxe deployed an 8-week direct mail pilot to 200,000 households (25,000 per week) across the continental US focusing on areas near the company's retail footprint. While Deluxe has historically seen that pre-movers outperform new movers in this specific industry, the campaign was designed to include a new mover test cell to validate that the assumption would hold for this specific brand.

Results

The campaign was a success, with pre-movers spending an average of \$533 more than new movers, as well as providing a 26% higher response rate. Additionally, households who received the mail piece spent an average of 15% more than the households in the control group. At conclusion, the client agreed to move forward with the Deluxe recommendation of running an optimized, "always on" weekly trigger program with refinements made to the offer and creative.

\$533

Average additional amount pre-movers spent over new movers.

15%

Increase in average spend generated by the mailed population vs. the control group

Want to target pre-movers in your market?

Contact us today.

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