



Reaching New Movers Requires a Personalized Touch

National Home Improvement Retailer Uplevels New Mover Strategy to Maximize Efficiency



GOAL

Marketing to new movers was nothing new to one home improvement retailer. Historically, however, the company had a "one-size-fits-all" approach simply targeting all residents new to the area after their move.

The broad mailings not only reached consumers who weren't a fit for the nearly thirty product brands featured, but they completely missed reaching pre-movers. Creative messaging was left untouched, too. Everyone received the same message including current loyalty program members. This new mover strategy was ready for an overhaul.



28% improvement in response rate



18% capture rate of offer redeemers joining loyalty program



2.9% increase in direct mail ROI

SOLUTION

Speedeon expanded the target audience by applying our 'pre-mover' data. Now, the retailer could reach consumers who may be doing last-minute fixes and updates in preparation for a home sale. In an effort to reduce wasted spend, we optimized the mover audience by selecting only those households within a defined radius around each location.

Finally, we segmented the audience, separating homeowners from renters, and residents by dwelling type. Segmenting allowed for customized messaging and offers for each group.

IMPACT

In a head-to-head test with the existing multi-brand program, the hyper targeted new movers segment delivered the uptick in performance the retailer needed in their always-on strategy. No more spray and pray tactics hitting a wide area, as the strongest responses came from consumers less than 3 miles from a location.

By understanding the greater impact that comes with doubling down on those consumers, the brand was able to re-align their spending to focus on mailings with greater impact.

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