



SAVE UP TO
\$1,200

on Mattress
Sets with Free
Foundation
& 2 Pillows



90-NIGHT GUARANTEE • SPECIAL FINANCING • LOW PRICE GUARANTEE

Data-Driven Approach Drives High ROI for Retailer

Challenge

A high-end mattress retailer with more than two dozen stores was struggling with its direct marketing strategy. Direct mail campaigns had been attempted in the past but were discontinued due to poor ROI. Repeated email “blasts” were driving higher sales but were also alienating the company’s affluent target customer. The retailer sought a more sophisticated direct marketing approach that would deliver strong bottom-line results while engaging customers in a more precisely targeted way.

Solution

Taylor implemented its proprietary Marketing Advantage Program (MAP), giving the retailer a truly data-driven omnichannel marketing strategy for the first time.

- Taylor used its Mover 2.0 data source to identify verified pre-movers and new movers in close proximity to the retailer’s stores.
- Customers whose online search and shopping behaviors indicated a high “mattress purchase intent” were targeted.
- Prospects were then reached through a combination of direct mail postcards, digital display ads and social media ads — as much as four weeks before the dates of their impending moves.

Results

Taylor’s omnichannel Marketing Advantage Program quickly became the retailer’s top-performing marketing program.



SALES REVENUE

Sales of more than \$480,000 were attributed to the MAP campaign within the first 90 days.



RETURN ON INVESTMENT

The retailer saw an ROI of 7.2x, generating more than \$7 in sales for every dollar spent.



AVERAGE SALE

An average order value (AOV) of \$2,800 proved MAP’s effectiveness with affluent customers.