



Proprietary Mover 2.0 Data Enables Precise Targeting

Challenge

Shortly after starting a new job in a new industry, the marketing director of a moving company in Florida reached out to Taylor for help. He had used Taylor's Marketing Advantage Program (MAP) in the past with great success while working for a furniture retailer. However, could the proprietary data sources that performed so well in the furniture category also work for a moving company? Taylor was called in to apply those insights to the unique challenges of the moving and storage industry.

Solution

Taylor devised a special MAP strategy that sought to reach prospective movers multiple times well in advance of their anticipated move dates.

- The Mover 2.0 data source was used to identify verified pre-movers in Florida cities where the moving company operates.
- Two postcards were mailed to the verified pre-mover candidates approximately one week apart.
- Those same mailing addresses were simultaneously targeted — via their corresponding IP addresses — with a series of 15 digital ads promoting the moving company.

Results

Taylor's multichannel use of Mover 2.0 data quickly outperformed all expectations for the program.



RETURN ON INVESTMENT

An ROI of 7.2x was realized within the first three weeks, generating more than \$7 in sales for every dollar spent.



SALES REVENUE

The average moving contract signed by the company exceeded \$4,200, roughly 16% higher than was typical.



WORD OF MOUTH

Delighted with these results, the client soon referred a moving company in Georgia to Taylor as well.