



Strategic Approach Drives Higher Direct Mail ROI

Challenge

An appliance and electronics retailer wanted to grow its business through a more strategic, data-centric approach to direct mail marketing. Their current direct mail vendor lacked the ability to perform deep audience segmentation analyses and relied on simplistic “saturation” mailings that blanketed entire ZIP codes. The retailer sought a direct mail partner who could elevate their marketing ROI through a more thoughtful application of data.

Solution

Taylor utilized its proprietary Marketing Advantage Program (MAP) to deliver the deep segmentation and data science expertise that the retailer craved.

- Purchase intent data and sophisticated analytics techniques were used to identify the retailer’s most valuable prospective customers.
- Taylor worked within the tight timeframes between mailings to analyze response rates and sales lift, refining the segmentation strategy before subsequent campaigns to maximize ROI.
- When our customer’s in-house creative team could not keep up with sheer the volume of work necessary, Taylor assisted with design and copywriting to help ensure the program remained on schedule.

Results

Taylor’s expertise with data analytics, audience segmentation and creative development raised the bar for the retailer.



RETURN ON INVESTMENT

A campaign ROI of 32.7x was realized through the application of Taylor’s Marketing Advantage Program.



REVENUE GENERATION

Sales revenue of nearly \$4.8 million and an AOV of \$632 were attributed to Taylor’s MAP methodology.

“They *met and exceeded* all our goals. We were very, very pleased with the results from Taylor.”

DIRECTOR OF MARKETING

A Prominent Retailer of
Appliances & Electronics