



Active Furniture Shopper Engagement

Leverage data-driven communications to convert active furniture shoppers into buyers

Taylor's Active Furniture Shopper Engagement program concentrates your marketing dollars on identifying and engaging consumers who purchase furniture frequently and are actively seeking furniture to buy. Leverage robust data insights to reach potential customers at the right time and in the right way with highly targeted and personalized communications. Yes, our program does it all.

Channels Of Outreach



Direct Mail



Digital Ads



Email

How We Do It

- Our "always on" approach ensures your messages are served when and where your next customer is actively researching their next furniture purchase.
- We layer consumer data from multiple sources to maximize targeting precision.
- Our multichannel strategy allows you to reach prospects both online and offline, increasing campaign performance.
- Taylor's award-winning direct marketing creative team provides custom design services so you can deliver highly relevant and engaging messages.



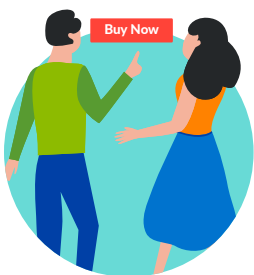
Furniture Buyer Data

Taylor's Active Furniture Shopper Engagement offering is a programmatic approach that combines access to three categories of furniture buyers:



Frequent Buyers

Engage frequent buyers before they plan their next furniture purchase.



Individuals Actively Planning A Purchase

Influence buying decisions of prospects who are researching furniture to purchase.



Individuals Considering Your Competition

Capture the attention of those browsing competitor sites before they buy.



Learn More

Please contact your Taylor representative for more details.