$15.9 Million in New Revenue

Trust in Taylor data, AI and mailing yields massive results

Challenge

One of the country's most recognizable home goods brands, operating in a highly competitive market, challenged Taylor to outperform their current promotional marketing campaigns. The brand needed fresh, creative ideas to efficiently reach ideal customers at the moment they were open to purchasing.

Solution

First, Taylor used AI and analytics to create a custom data set of 500,000 prospective customers with a high propensity to buy home goods. The data set was built using active customer data, customer life stage personas and by identifying active in-market shoppers with qualifying digital behavior. Taylor then designed a multi-touch, multichannel, integrated campaign using both digital and direct mail touchpoints.

The Taylor team regularly measured sales and engagement of this new campaign to further optimize its performance. After 90 days, the enhanced campaign had significantly outperformed the control group campaign as well as prior campaigns. So much so, in fact, that the customer made a seven-figure investment in the Taylor solution for full-program implementation.

Results

The customer transferred seven figures of marketing budget to the Taylor program due to significant outperformance compared to other programs.

2.49%
The campaign's response rate was 2.49%, exceeding the industry average for similar efforts.

$15.9 MILLION
Taylor's efforts generated 13,000 individual sales and $15.9 million in revenue for the client.

219% AND 289%
The triggered data and AI data generated lifts of 219% and 289%, respectively, over traditional sources.