

# Retailer Generates \$15+ Million in Revenue



## Prospect list testing achieves 2.49 percent response rate

### Situation

A regional furniture retailer wanted to mail a catalog with a special offer included to a list of non-customers who were best prospects in close proximity to store locations.

### Solution

Using a customer list from the last 12 months, Taylor Communications analyzed the file to determine top performing demographic and psychographic combinations, including life-event characteristics, purchase trends, and behavioral characteristics. The findings were used to develop a model which we used to identify top prospects within close proximity to store locations.

After performing our initial analysis, we modeled the customer records "regionally," and developed three separate models. We found some variations in how the three customer lists looked and the characteristics they shared.

We also brought in four other prospect lists to test as part of this program:

- Last 4 months, new movers into single family homes (likely new homebuyers)
- Martha Stewart Living subscribers
- Real Simple Magazine subscribers
- Dwell Magazine subscribers

The post-campaign plan was to conduct a matchback to the mail file in 60-90 days to determine the best performing lists, and performance by individual stores.

### Benefits

The client experienced excellent results, pulling in a response rate of 2.49 percent, generating over 13,000 individual sales, and over \$15 million in revenue from those who were mailed the catalog.