

GARDEN CENTER CASE STUDY

Providing plants, fresh-cut flowers, gardening supplies, patio furniture, garden accessories, floral arrangements, landscape design, and installation

OBJECTIVE

- Increase store traffic and sales
- Grow customer base with look-a-like prospects
- Develop Millennial brand awareness
- Announce timed promotional offers
- Drive website traffic
- Capture Response Data

STRATEGY

- Target (70,000 HH)
- 24,500 Existing Customers
- 45,500 Prospect look-a-like homeowners within custom trade zones around each store location
- Four offers (2 months) 6x 11.5 Postcard
- Two Memorial Day offers (One Free)
- One June offer
- One July offer

RESULTS

For the same budget, our performance surpassed that of a 1.1 million shared mail distribution, solidifying that targeted household distribution with SmartMarket proves significantly greater ROI.



HOUSEHOLDS MAILED



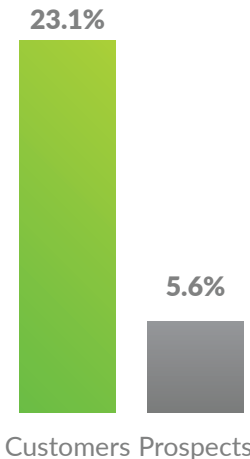
Achieved 11.79% overall response compared to .29% with shared mail

COUPON REDEMPTION



Reduced cost per redemption by 61%

RESPONSE RATE



GENERATED REVENUE



Gained over 1800 new customers that will deliver a higher lifetime value