

FURNITURE STORE CASE STUDY



Furniture store wanted to target customers with a Friends and Family Day Sale during the holidays with a beautifully designed, effective foldover piece mailed to target these households.

PIECE TYPE: 9"x12" Fold Over Card

MAILED CUSTOMER LIST: 57,462 households

REVENUE DIRECTLY ASSOCIATED WITH THE SMART.MARKET CAMPAIGN: \$822,900.00

NET REVENUE: \$329,160.00

ESTIMATED ROI: 10.08

By matching data to households that responded to the sale, SmartMarket found that **37% of the households that responded purchased homes less than a year ago**, and **14% purchased their home 21-29 years ago**.

This proved that the households most likely to respond are those that have recently purchased a home or those that are potentially empty nesters, remodeling; these are great targets for furniture!

