

CASE STUDY - New Mover Mailings

Sara & Mike,
welcome
to the
neighborhood!



Whether the real estate market is 'hot' or 'cold', home furnishings stores across the United States have found success using targeted new mover mailings. These event-centric communications by LS Direct Marketing contain customized messages, offers, and graphics based on exacting prospect data, which can benefit other industries too. According to a Direct Marketing Association (DMA) survey, new movers are not just shopping furniture. In the first thirty days after relocating, new movers will spend money on related items such as window treatments (57%), electronics (52%), kitchen appliances (40%) and bedding/mattresses (33%).

Challenge

According to the U.S. Census, 1 out of 8 people relocate in the United States annually; that's over 37 million consumers, who are said to spend more money during the three months surrounding their move than non-movers spend over five years. Total dollars spent due to this 'life event' is closing in on \$200 billion per year. The key is to tap into this audience quickly with a revenue-producing campaign before your competition. Capturing a new mover's first purchase increases their lifetime value or future purchase propensity with your business.

The Solution

Google the term 'new mover mailings' and it seems everyone has a list or program they will sell you. LS Direct Marketing is different. We are a true technology, data management and direct mail partner with expertise in retail, advertising and variable data publishing. We have the capacity to print over one million individualized postcards every day for our clients. Whether you are a small business or enterprise, our BoomerangDirect™ or Triggers™ solution is right-sized to your direct marketing needs.

We apply exacting new mover data selects, such as home size and value, and match them against customer profiles using your customer transaction history. Customized 6x9 postcards, which we create, print and mail in-house, automatically arrive in new mover mailboxes during the peak shopping period. They feature an offer, along with a product or service option, suited to a new mover's exact lifestyle needs. As an added convenience, a map noting the distance from the postcard recipient's new home to your nearest retail store is included.

The Facts

Acquisition is 5 to 10 times more expensive than customer retention, but with LS Direct Marketing's targeted new mover mailing retailers are closing the gap. On average, our home furnishings clients are experiencing 2.08% return on investment and a cost of advertising of 3.05%.

As with any campaign, a control group was used to calculate lift and understand the impact this particular promotion had on purchase intent. **Those not receiving the postcard responded at a rate of .4% or 5x less frequently than those who received a customized offer.**



Data Driven Design

LS Direct Marketing developed an automated workflow that mails qualifying new residents in a prescribed trading area, inviting them to the store with an aggressive introductory offer.

Techniques Employed:

- Locator Maps
- Triggers
- Direct Mail
- Variable Data
- Variable Imaging
- Boomerang Direct

2.08% **3.05%**
response rate cost of advertising

