

Furniture Retailer

Well-known modular furniture manufacturer and retailer

Challenge

The brand launched a new high-end product line: a technology driven sofa sectional. They needed to identify and target customers most apt to purchase a luxury line of furniture.

Solutions



Developed a custom blended audience for individuals who are pre and post-movers, in-market for furniture, with a certain household income.



Ran a multi-touch acquisition email campaign, based on the client's promotional calendar.



Executed an always-on social campaign to target custom blended audience.

Proven Results

- ✓ Email Open Rates: **6.65% – 10.10%**
- ✓ Email CTR: **3.56%** average
- ✓ ROAS: **3,256%** average
- ✓ Attributed **over \$1.5MM in sales** in one month