

Regional Furniture Retailer

📍 7 Locations in the U.S.

A large regional furniture chain used PGM's exclusive mover data to boost customer acquisition. The furniture chain was facing competition from new eCommerce stores, resulting in lagging store traffic, both online and in store. By engaging moving consumers both before and after the move, the furniture chain dramatically boosted revenue.

Proven Results

- ✓ Since inception, movers have contributed an incremental **revenue boost of tens of millions**
- ✓ The movers program has acquired **2,500+ new customers**
- ✓ **6,000+ orders** generated via PGM's mover data

