

Hyper-Local Email Acquisition Strategies Reach Relevant Customer Segments



Company Profile

American furniture manufacturer



Industry

Retail

56%

Sales Impacted by Campaign

1,800

Number of Sales

\$2.2MM+

Associated Sales Revenue

SUMMARY

To rapidly increase store traffic and reinvigorate sales, La-Z-Boy used unprecedented hyper-local email marketing strategies and targeted acquisition campaigns aimed at qualified audiences.

HYPER-LOCAL TARGETING PLAN

Utilizing target and deploy email marketing services to plan customized hyper-local email acquisition strategies, relevant consumer segments at verified email addresses received special offers.

A comprehensive email acquisition campaign for qualified homeowner segments within a 10-mile trade zone radius of each La-Z-Boy Gallery was deployed.

CUSTOMER ACQUISITION EMAIL

La-Z-Boy provided customized coupons to each market to drive traffic to each Gallery location for the weekend sales events. By assigning unique ID numbers to each coupon link, the visits to each store location's website were tracked.

PROACTIVE EXECUTION

Timed, targeted campaigns deployed one to two days before each of the three sales events. Planning ahead for ongoing campaign optimization, controlled A/B tests on email subject lines were executed to identify the most compelling messages driving consumer engagement and response.