



# Modeling Boosts New Mover Performance from Good to Great

Furniture Retailer Maximizes Direct Mail ROI with Sophisticated Models

## GOAL

A leading furniture retailer and a longtime Speedeon client was seeing great success targeting both pre-movers and new movers. But the Speedeon team wanted to help them go to the next level.

After analyzing historical performance data, we recognized the opportunity to layer in more granular data beyond household income and home value data. We predicted that leveraging more data attributes and sophisticated suppression logic would lead to even higher response rates.



**\$83** increase in avg new mover spend



**58%** increase in pre-mover response rate



**\$75** increase in avg pre-mover spend

## SOLUTION

Consumer attributes including dwelling type, auto purchases, debt management, wealth attributes and home value all could indicate a consumer's likelihood of response, as well as the offer that would appeal most to them.

Speedeon's data science team applied the broader list of attributes against both the pre-mover and new mover audiences, and took into account household composition and geographic density (urban vs. rural) for the area.

The goal was a model that not only maximized response rate, but also average spend at point of sale.

## IMPACT

As a result of the algorithm, the retailer opted to target only the top 50% of new movers in their footprint, and the top 60% of pre-movers. This eliminated unnecessary waste and spending. This brand took the entire consumer profile into account beyond simple triggers like a moving event, which enabled them to reduce spend without negatively impacting their response rates.

Through ongoing partnership with Speedeon, the retailer has the power to evaluate and optimize an already powerful tactic.

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