

Response Canada

## Ashley Furniture

Ashley Furniture Industries has over fifty fine furniture and home decor retail stores across the country.

### OVERVIEW

Moving to a new apartment, or buying your first home: these moments involve the purchase of new furniture— and as a national supplier of fine furniture, the client was looking for ways to be top-of-mind for Canadians about to undergo these purchasing events.

So instead of randomly blanketing entire neighbourhoods with flyers and pamphlets with the knowledge that most of that expense would go to waste, the client needed a way to target specific households, which had either moved recently, or were about to move.



When any company decides to utilize a data-driven approach to marketing, customer retention and increasing their customer lifetime value, it all hangs on the quality of their data.

Having the correct team, software, budget, and planning can all be wasted if your data is poor, "Garbage in, garbage out".

### Response Canada

ResponseCanada Consumer is Canada's largest, most responsive customer database. Micro-target every household in Canada by geography, age, income, homeownership, and much more. You can license all of Canada or any subset that aligns with your target market.



Acquire new customer with precision campaigns



Analyze and rank target neighborhoods



Power data analytics and warehousing products

## Diagnosis

In order to precision-target these particular customers, a buyer profile was created.

Buyer profiles are used to understand who typically buys your products. This not only allows you to understand your current customer base, but also allows you to seek out new customers who match this profile.

Cleanlist then used this profile to query our ResponseCanada™ database and identify households which were either about to move, or who were on the move, within 40km of the client's fifty-plus locations.

## Solution

The client hired Cleanlist to provide updated, cleaned and formatted, precision-targeted mailing lists on a monthly basis, consisting of households either about to move, or who were on the move— for each of their fifty-plus locations.

With this unique and valuable targeting information available only with Cleanlist, the client was able to run timely, relevant, ongoing direct marketing campaigns.

The ability to directly target potential customers at the moment they are most likely to buy improved the client's ROI significantly.

## Achievements

- Reduced costs and waste from over-printing, postage, and delivery
- Improved response rates from timely, targeted messaging
- Better ROI from targeted direct mail campaigns

## Key Results

- Acquisition of new customers
- Increase in total furniture sales
- Increased foot traffic to retail stores
- Increased visits to website

## FUTURE PLAN

In future marketing initiatives it is important to leverage this data to better target your buyer profiles. This allows for minimal wasteful ad spend and maximum sales growth.

In future, they can refine their marketing messaging, sales, and offers to attract new customer who are planning to move or who have recently moved more effectively through testing.

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