

# CASE STUDY: NATIONAL FURNITURE RETAILER AND IP NEW MOVERS



## BACKGROUND: //

A national furniture retailer was looking to gain new customers across several retail stores in the Northeast region of the United States. Using previous targeting methods, the client had been unable to reach consumers who had just recently moved into the local area. We were able to offer a solution. Through a patent-pending digital advertising targeting tool called IP New Movers, clients are able to send online advertisements to people who have just recently moved. The different targeting segments include those who have moved into a new home, are about to move into a new home, or are currently in escrow. The furniture retail client loved the idea of being able to target prospects that had just moved and decided to run a IP Post-New Movers campaign.

## RESULTS: //

The IP New Movers campaign resulted in a Return on Advertising Spending of over **1695%**! Over the duration of June 28th to September 11th, the number of households we targeted resulted in 482 sales during this period, returning more than \$374,700! That's an **average sale of more than \$777**. What's more, greater than half of the targets who saw ads online went in store to purchase at the brick-and-mortar locations, as opposed to just ordering online. See our detailed data below:

	ONLINE	OFFLINE	TOTAL
IP NM SALES	226	256	482
SALES	\$91,084.66	\$283,679.09	\$374,763.75

Before us, the furniture retail client was unable to digitally reach their ideal market in a timely and cost-effective manner. Targeted Banner Advertising has changed that by engaging their prospective clients in a whole new way.

**TO LEARN MORE** please contact us at [SalesTeam@TheAMGteam.com](mailto:SalesTeam@TheAMGteam.com) or call us at **1-800-648-3107**



# CASE STUDY: IP NEW MOVERS AND PEST CONTROL



## BACKGROUND: //

A pest control company in Florida was looking to gain new customers in one of their local markets. "New Movers" was a customer segment they had been unable to reach with existing digital targeting tools. The group of consumers who recently moved into the area were very likely to need pest control for their new home. The patent-pending digital advertising targeting tool called IP New Movers allows advertisers to send Targeted Banner Ads to people who have just recently moved into a new home, are about to move into a new home, or are in escrow. Our pest control client loved the idea of being able to target prospects that had just moved into a new residence, literally within hours of them setting up their home network.

## RESULTS: //

It was a **HUGE** success. The households that were targeted made up 8% of all sales during the campaign period. Prospects were served **over 181,000 impressions** during the course of 101 days, and there were **276 sales** from prospects who saw Targeted Banner Ads. The 2.55% conversion rate (based on sales) for this campaign blows all industry averages out of the water by a huge margin. See the detailed data in our matchback analysis below:

	# OF HOMES	# OF SALES	CONVERSION RATE	% OF TOTAL SALES
IP NEW MOVERS	10,831	276	2.55%	8.09%

The pest control client was able to reach a market that was in need of their service, but that they could not reach in a timely, cost-effective manner. This Targeted Banner Ad campaign brought their marketing and sales to a whole new level.

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