

Home Goods Company Uses Pre-Mover Triggers to Improve Response and AOV

deluxe+
PAYMENTS & DATA

Case Study

Business Challenge

As a long-time Deluxe customer, this top-5 eCommerce home goods company had seen great success with new-mover trigger campaigns. While Deluxe and the brand had tested many channels, segments and strategies, the customer wanted to reach consumers earlier in their moving journey to see if it could further boost revenue.

Deluxe Solution

Deluxe, leveraging partnerships with over a dozen leading mover data companies, crafted a high-performing pre-mover solution. This dataset targets two pre-mover segments with distinct buying behaviors: those who just listed their homes for sale and those with a contract to purchase a new home. Deluxe proposed testing these segments to determine which would most effectively boost conversions for the client's unique products.

Program Results

The pre-mover segment proved highly profitable. Both segments outperformed previous new-mover-only campaigns, delivering a 12% improvement in average order value (AOV). Notably, the pre-mover in-contract segment exceeded expectations, becoming the highest-performing segment the brand had ever targeted. The client saw a 37% lift in response rates over pre-movers at listing and a 6% increase in spend. Encouraged by these results, the brand implemented a weekly pre-mover program now targeting over 100,000 households weekly.

37%

Lift in response rate

12%

Increase in AOV
over new movers

Want to target movers in your market?

Contact us today.

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