



## RETAIL CASE STUDY: Hyper-Local Email Acquisition Strategies Reach Relevant Customer Segments

### SUMMARY

To rapidly increase store traffic and reinvigorate sales, La-Z-Boy used unprecedented hyper-local digital 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.

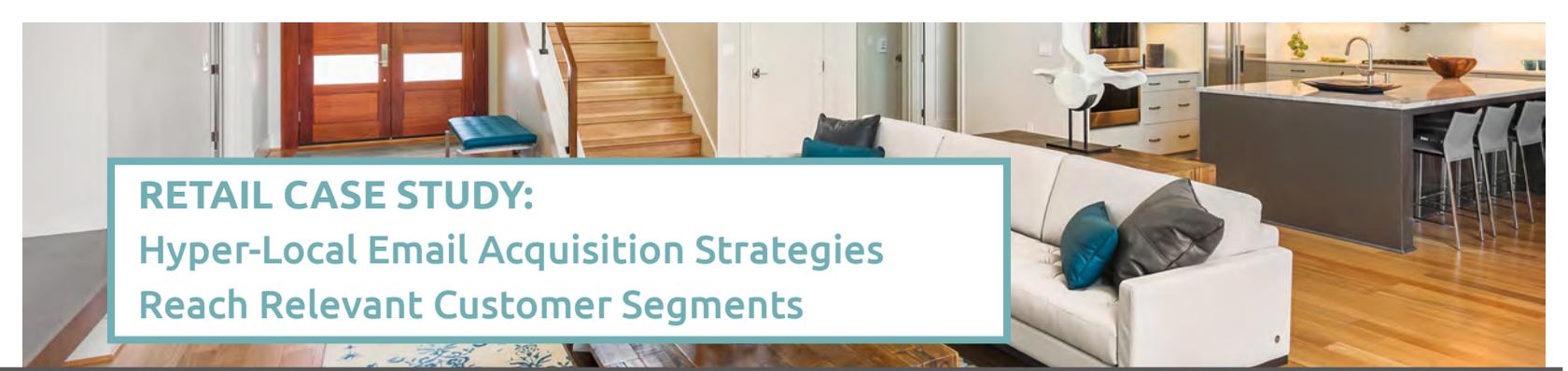
### PROACTIVE EXECUTION

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.

**56%**  
SALES IMPACTED  
BY CAMPAIGN

**1,800**  
NUMBER  
OF SALES

**\$2.2MM+**  
ASSOCIATED  
SALES REVENUE



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### CAMPAIGN RESULTS

Detailed analysis of La-Z-Boy point of sale (POS) data on coupon redemptions from each of the Galleries confirmed that hyper-local email campaigns generated extremely strong results. Click through rates brought about by the campaign reached 14%+. Furniture sales exceeded 1,800 units across the 92 Galleries and total sales revenues topped \$2.2 million with an average of \$1,200 per unit.

**“Hyper-local email campaigns generated extremely strong results.”**

LA-Z-Boy  
Experienced  
Increased Store  
Traffic and  
Boosted Sales Using  
Hyper-Targeted  
Email Campaigns

A staggering 56% of all La-Z-Boy sales transactions were tracked through unique coupon codes to the email campaigns. On a Gallery sales event weekend in which targeted email campaigns were intentionally not running, La-Z-Boy sales declined more than 50% compared to weekends when the email campaigns were running.

### ABOUT ACCUDATA

AccuData has delivered innovation for 25 years. Our industry-leading data resources, sophisticated analytics, and robust digital capabilities produce brag-worthy ROI for each of our clients. Our custom-fit marketing platforms, deep vendor partnerships and agency-like approach benefit single-unit startups, enterprise brands and everything in between. Forget Big Data. You need smart data that gives you the insight to delight.

**We speak customer. Do you?**