

## 1-800-GOT-JUNK? Grows Business With Direct Mail To Movers And Best Prospects

Target Data utilized customer data to develop a custom direct mail campaign program for multiple franchises.

### KEYS TO SUCCESS

- ➔ Leveraged first-party data as the foundation of all efforts
- ➔ Developed a Best Prospect mailing list specific to each participating franchise
- ➔ Measured campaign against ROI goal that was set at launch



### CHALLENGE

1-800-GOT-JUNK? had an aggressive growth plan and desired a marketing program that would help their franchise partners utilize the power of their data to refine their on-going direct mail efforts.

### APPROACH

Target Data offered a direct mail program that would enable franchise partners to spend smarter on their direct mail campaigns. We worked closely with each franchise to analyze their customer data to create a target list of specific households that have the highest likelihood to book a job. This on-going campaign provides each franchise with:

- Turnkey targeted direct mail campaign
- Access to a list of addresses mailed, current and matured results, system wide results, penetration heat map, updated customer segmentation ranking and more
- Monthly reporting to measure spend, customers and ROI
- Quarterly meetings to review campaign results

### RESULTS

# 76

Franchises Participated

# 11.5%

Increase in Average Job Size

# \$3MM

Residential Revenue

# 630%

ROI