

The RoomPlace Generates \$7MM+ In Revenue With A People-Based Approach

Target Data drove sales growth for The RoomPlace by leveraging customer and transactional data as the marketing foundation for targeting and measurement.

KEYS TO SUCCESS

- ➔ Leveraged first-party customer data to execute across Programmatic Display, Direct Mail, Paid Social and AdvancedTV
- ➔ Media spend adjusted and measured cross-channel to increase return
- ➔ Linked marketing spend to revenue



CHALLENGE

The RoomPlace, a multi-location furniture retailer, desired the ability to become highly targeted in their marketing efforts. They also wanted to measure marketing at the transactional level and to understand the true effectiveness of their various marketing efforts including print, TV, digital and direct mail.

APPROACH

Target Data implemented our Marketing Intelligence Platform to serve as the foundation of all The RoomPlace's marketing efforts. Their customer and transactional data is uploaded weekly, and a highly predictive best prospect model is created. This information allowed us to specifically target households that looked just like their ideal customer with a multichannel media mix. We also utilized our technology to begin measuring their marketing effectiveness across all channels based on actual sales, not clicks or impressions. The RoomPlace now has access to real-time information on their campaign progress and ROAS.

RESULTS

\$7.62MM
Total Revenue Generated

37%
Online Sales Lift

45%
In-Store Sales Lift

350%
Incremental ROAS