

Case Study

CLIENT NAME

Seattle Area Mattress Store

CATEGORY

Furniture

AUDIENCE

A25-65, HHI \$40k+

GOALS

Increase Sales

SOLUTIONS

Targeted Email with Re-blast

RESULTS

Our campaign was focused on generating sales for our client's upcoming sale through the use of targeted email with a re-blast 7 days later.

Campaign Metrics:

Email Open Rate: 15.77%

CTR: 9.18%

Client Matchback: 161 sales, \$91,461

Our client saw a 10% increase in sales year over year, as well as over \$91,400 of confirmed matchback sales. We also saw 1,350 additional partial matches to the email deployment list.

Testimonial

"Our annual Memorial Day Sale was up 10% year over year. We attribute this to the KCPQ email that delivered over 20 times our investment when we matched back to sales."