

Moving On Up

The Challenge

A major furniture chain was looking to increase sales by driving traffic to both its brick-and-mortar locations as well as its website.

Execution: Addressable

Only a small part of the population is in the market to buy new furniture at any given time. As a result, Xandr executed a 13-week Addressable campaign that targeted those that had recently moved or were recently married. The brand's commercials were delivered to the target audience at the household level, regardless of what networks or dayparts they were watching. Xandr also worked with the client to determine the most insightful metrics to derive from the campaign: sales conversion and sales by channel.

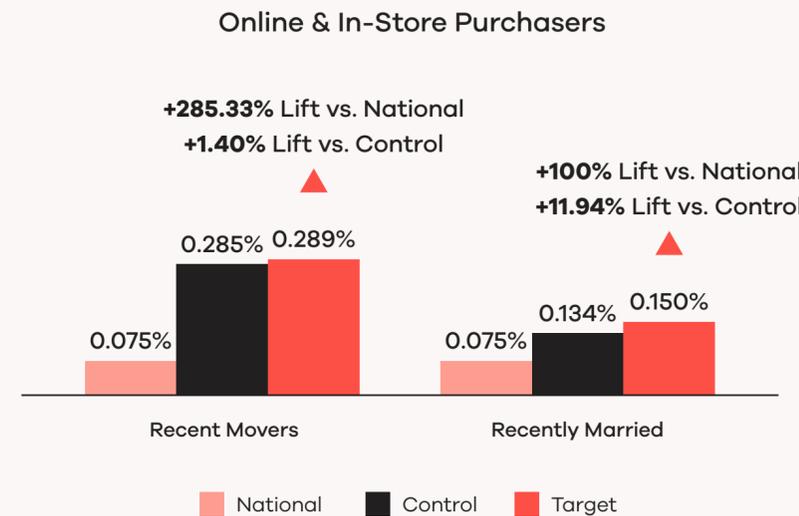
Target Segment

- Recent Mover or Recently Married

Results

The campaign generated sales lifts across the board.

- Among Recent Movers, the target segment saw a sales lift that was 285.33% above the national average, with a 1.40% lift against the control group.
- For the Recently Married segment, target households gained a 100% lift over the national rate, with an 11.94% lift compared to the control group.
- Additionally, the campaign drove purchases both in store and online, with in-person sales generating more than twice as many purchases.



Total Orders by Sales Channel



* Lifts are based on a subset of the target HHs for which we get return path data.

Campaign flight: Q4 2017. Case Study Results are based on individual campaign factors. AT&T makes no performance warranties. Control: Represents 10% of DTV HHs within the target that did not receive exposure to the addressable ad. National: Third Party Data Provider's proxy for national sales rate. HHs sourced from Third Party Data Provider's database. Source: Third party data provider.

