

CASE STUDY:

# Targeting New Movers with Precision to Drive Measurable Results and ROI

A specialty furniture retailer with expanding ambitions in the Texas market faced **diminishing acquisition results and stiff competition**. With heavy saturation and no clear path to connecting with new audiences, they needed a marketing strategy that married **digital precision with tactile print impact** that was capable of activating local prospects before the next sale cycle.



Using 24 months of store purchase data and demographic criteria, JTS refined the target footprint to high-income new-move households, enabling **highly personalized digital ads and variable-data postcards** tailored by store manager name and neighborhood.



The campaign delivered each household one digital ad per day and two custom-variable postcards over a 60-day cycle while leveraging identified IP addresses and **bypassing intermediary steps** to ensure timely and cost-effective outreach.



Results soared: the four-month test produced a 1,600 %+ return on ad spend, 482 sales totaling over \$374,700, an average order value of \$777+, and **more than half of online-ad viewers visited the physical store** – demonstrating the power of print + digital synergy.

**Simplify your process, strengthen your results, and exceed expectations.**

Let's start your next project today! Connect with our team to see how we can help you deliver smarter, faster, and better.



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