

## 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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