

Gardening Retailer Expands Market Through High Value Customers

Path2Acquisition model fuels expanded growth into new segments to reach even more customers.



Challenge

Our client boasts the largest native plant collection for retail sales in the United States. This retailer caters to the needs of gardeners at all experience levels with a product offering focusing on seeds, plants, and gardening tools.

The client approached us with an aggressive goal of acquiring new customers with a focus on lifetime value in order to support ongoing housefile revenue growth.

Given the client's established marketing mix, our challenge was to identify a new prospect audience source to meet their acquisition goals.

“Placing the website tag was simple and done within a matter of minutes. It was not a huge task at all.”

-Direct Marketing Manager



Solution

After consulting with the client, we recommended our custom-modeled Path2Acquisition solution tailored to the client's targets. This solution for prospecting audiences, based on individual-level purchase data, has proven successful for similar clients.

We worked with the client to capture website visit data and further enhance the predictive power of their model.

Results



153

Response Rate
Index



147

\$/bk Index

The combination of the Path2Acquisition model and site visitor data yielded the highest response rate and \$/bk across all sources, including several other co-ops.

With this success, the client expanded into deeper segments of the model in order to capture even more new, high performing customers.

