

Home Decor Brand Gets 96% Boost in Response Rate

Path2Acquisition model identified new high value prospects to drive meaningful brand growth.



Challenge

This massive home decor provider knows exactly how to spot the next big interior design trend. The e-commerce brand has a unique ability to identify home accessories and furnishings that may soon become must-haves, and acquire them for their future shoppers.

However, even though they know their buyer persona, it can be a challenge to identify the exact prospects that will respond well and eventually purchase.

Our mission was to enable this client to reach a large audience of response-ready shoppers tailored to their unique merchandise mix.

“Path2Response provided nearly double the response rates that other sources provided in the very first test!”

-Direct Marketing Manager



Solution

This client needed to reach shoppers seeking high-end decor at accessible price points. We recommended applying our core Path2Acquisition machine learning model, which leverages our massive dataset of upscale retail purchases as well as hundreds of other individual-level variables.

We custom-tailored the model parameters to focus on consumers that were highly likely to respond, convert, and deliver lifetime value.

Results



+96%

Lift in Response
Rate for Test 1



+63%

Lift in Sales
per Piece



+69%

Response Rate Lift
Across Two Tests

The client requested two back-to-back campaigns to validate results and ensure ongoing performance was possible. Both campaigns displayed significant lift over other providers, exceeding client expectations.

Now the team is eager to capture online browsing behavior as well to boost response rates even higher! By partnering with Path2Response, this brand was able to acquire new customers, drive incremental revenue, and fuel lifetime value.

