

FURNITURE STORE CLIENT

DRIVING SALES IN A COMPETITIVE MARKET

SITUATION

NEED TO INCREASE SALES

A new furniture retailer in the Phoenix market needed to make a name for itself. This client reached out to the local team for help driving sales in a competitive market.

INSIGHT

FIND THE RIGHT STRATEGY

The client strategy team used competitive analysis, including share reporting and cross-shopping data to better understand the furniture marketplace and the best ad units and schedule to drive results.

TURNING POINT

REACH A HIGH-QUALITY AUDIENCE

The team built a strategy designed to help the client stand out from its competitors. The campaign included print ads in the daily newspaper as well as ads in Sunday Select. Additionally, the solution included placements in a Spanish-language product to extend reach.

IMPACT

OVER \$30M IN SALES



The marketing strategy was a huge success. **Overall, the campaign generated over \$30 million in sales for the retailer, with over \$16 million from newspaper subscribers and over \$14 million from Sunday Select subscribers.**