



HAVERTYS
MAKES IT HOME

CASE STUDY: HAVERTYS®

Valpak® Brings Home Positive Sales Results



MARKETING OBJECTIVE

Havertys wanted to measure the effect a Valpak mailing program would have on store traffic and sales.

MAILING STRATEGY

- A matched store panel test was implemented in Havertys locations in the Atlanta and Dallas-Ft. Worth markets.
- Test and control stores in each market were selected based upon a similar history of average sales and average number of transactions.
- Sales and transaction data was supplied by Havertys.



Valpak



THE VALPAK CAMPAIGN

- The ad was mailed in both test markets – 200,000 in Atlanta and 300,000 in Dallas-Ft. Worth. A large format flyer was selected to present the broad array of quality Havertys furniture.
- The Havertys creative featured a “No Interest Until January 2007” promotion and everyday pricing on furniture, bedding and accessories.
- The selected test and control stores in each market were geographically distant from one another.
- Havertys selected Valpak neighborhoods for mailing within a twenty mile radius around each test store based upon their internal geo-demographic data.

About Havertys Furniture

Founded by James J. Haverty in 1885, Havertys operates 118 full-service home furnishing stores in 16 states. Havertys credits excellent customer satisfaction for their success and longevity and takes pride in consistently providing consumers with quality furniture and accessories from top manufacturers, as well as from their own private label brands.

TEST RESULTS

- The Valpak mailing resulted in a combined 15.9% increase in test store traffic during the promotion period.
- The rise in test store traffic was sustained in the post-promotion period, resulting in a combined 14.3% increase.
- The combined market sales for test stores over control stores resulted in a 1.25% increase in sales overall and combined market transactions were increased by 2.5% overall.

CONCLUSION

The strong test results showed that even without a specific discount offer, Valpak consumers reacted positively to the mailing. Furthermore, the average sale in test stores was over \$1,300, proving the upscale Valpak audience to be responsive and motivated to purchase large ticket, non-impulse items.

