



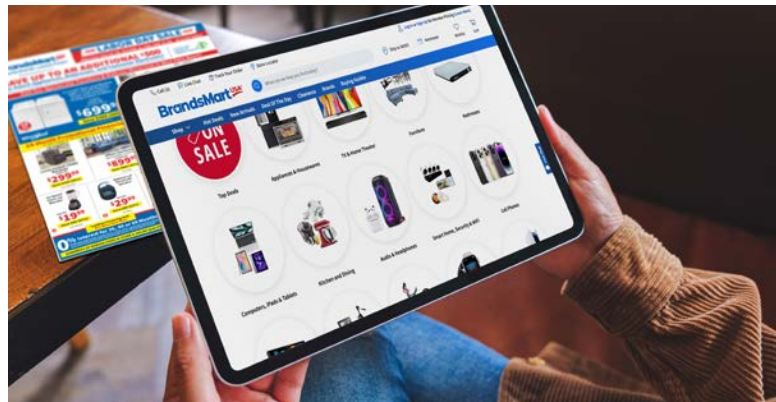
CASE STUDY

BrandsMart USA

Raising the ROI of direct mail

BrandsMart USA, a retailer of appliances and consumer electronics, wanted to grow its business through a more strategic, data-centric approach to direct mail marketing.

Taylor used its Marketing Advantage Program (MAP) to deliver the deep segmentation and data science expertise that BrandsMart USA craved. Purchase intent data and sophisticated analytics techniques worked in harmony to raise the ROI on BrandsMart USA's direct mail programs.



“They met and *exceeded all our goals*. We were very, very pleased with the results from Taylor.”

LARISSA SCHENCK

Director of Marketing & E-Commerce
BrandsMart USA



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