

CASE STUDY: ETHAN ALLEN MARKETING MODERNIZATION

Objective 1 » Digital Marketing: Implement email and digital advertising campaigns to engage pre-qualified high end furniture buyers with exclusive offers and opportunities.

Objective 2 » Email Outreach: Directly communicate with qualified homeowners during seasonal promotions.

Objective 3 » Sales Performance: Attribute sales growth across 135 US locations from new advertising efforts.

500,000 NEW HOMEOWNERS ADDED TO EMAIL MARKETING DATABASE MONTHLY (≈ 6M/YEAR)

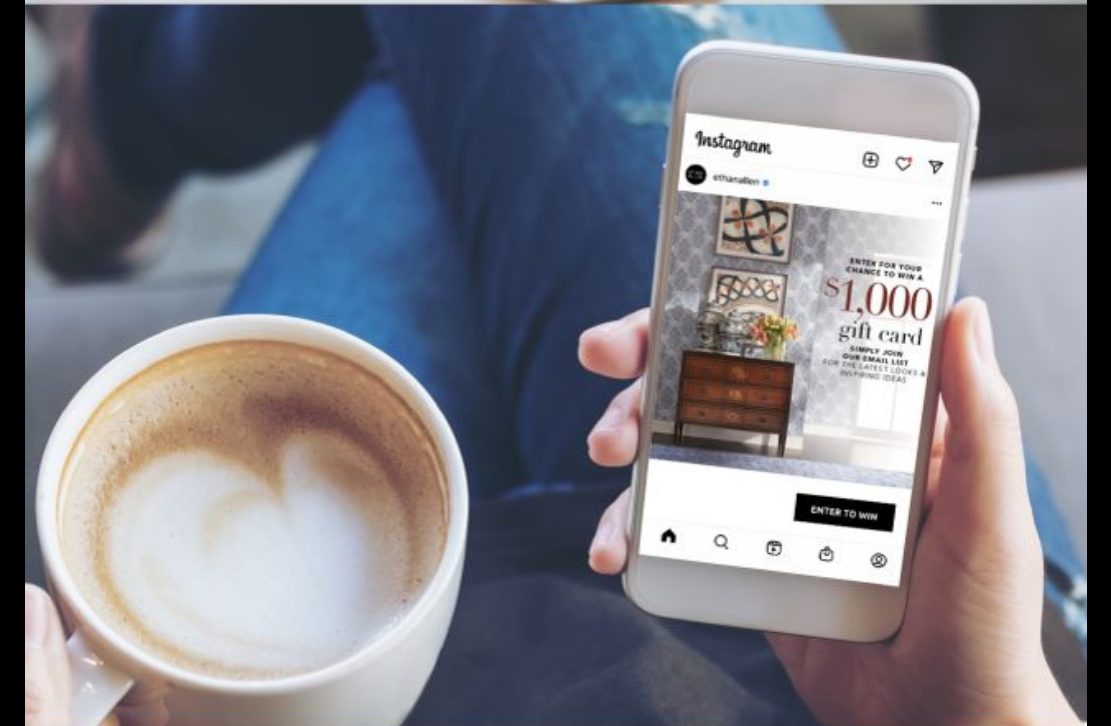
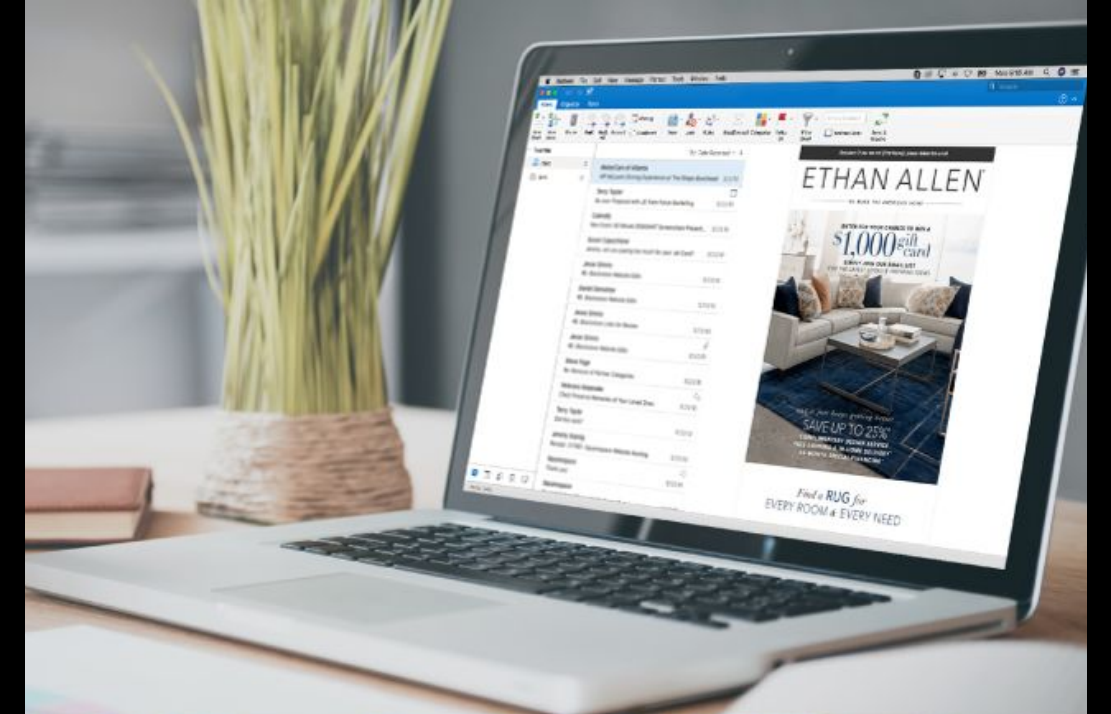
Audience Targeting » Deployed elegant sequence of email and social media communications to new qualified homeowner prospects with Home Value 350K+, Net Worth 250K+, and Income 100K+.

New Customer Acquisition» Successfully engaged new buyer persona (younger) while expanding target markets in upper class neighborhoods across America.

Pilot Success » After successful digital marketing pilot campaign (Q1 2021) Ethan Allen has maintained perpetual and steady sales growth across marketing channels.

Data Analysis » Identified sales correlation with homeowner length of residence (0-2 or 15+ years) as prime demographic for Ethan Allen targeting to achieve maximum return on marketing investment.

≈\$1,000,000 IN ATTRIBUTABLE RETAIL LOCATION SALES FOR EVERY 10K SPENT IN MARKETING



GP has provided Ethan Allen the strategic direction and technical support needed to launch national digital marketing campaigns across channels. - Ethan Allen, CMO

