3 Day Blinds partners with Marketo and Turn to personalize ad campaigns and slash customer acquisition costs by 80%.

Marketing automation empowers marketers to leverage purchase history, interests, style preferences, and other customer data to engage in one-to-one interactions that increase design consultation bookings.

For 3 Day Blinds, anyone who has windows and is ready to purchase window treatments is a potential customer. Having such an enormous target audience might seem like a marketer’s dream come true. However, Adele Nasr, Director of Marketing, knew that without a data-driven approach to marketing, she and her team would be hard pressed to identify the audience groups most likely to convert and reach those groups with relevant messaging at the right time. 3 Day Blinds needed to create campaigns that would get more people to click on email links and ads, and schedule appointments for in-home design consultations. To make this happen, the marketers at 3 Day Blinds implemented Marketo and combined it with the Turn automated ad-buying platform. As a result, they can now target specific audience segments through personalized ads. The result: More appointments booked at a lower cost per booking.

Objectives

- Deploy digital advertising campaigns across multiple channels to find interested parties.
- Use direct response best practices to schedule more design consultation appointments.
- Slash customer acquisition costs by targeting ads to the right prospects.

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<tr>
<th>Click-through rate</th>
<th>Cost-per-booking</th>
<th>Leads-per-click</th>
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<td>↑ 140%</td>
<td>↓ 79%</td>
<td>↑ 850%</td>
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“Smarter prospecting with Marketo and Turn takes us well beyond what we thought was our primary target and lets us advertise to the right people at the right time.”

Adele Nasr
Director of Marketing
3 Day Blinds
Targeting the Right Customers
Over the years, the marketing team has given a lot of thought to the company’s target market. The team had developed a persona—named Kathy—who typified the 3 Day Blinds customer. The team realized, however, that focusing on the Kathys of the world was too limiting. In reality, anyone who has windows and is ready to buy window treatments is a strong prospect. This much broader audience is highly diverse in terms of preferences, interests, needs, and budgets.

To reach prospects in a personalized and relevant way, marketing needed to take advantage of its extensive customer database, which includes customer purchase history, style preferences, and even details about additional rooms in a customer’s home. Today, marketers are leveraging the power of Marketo rich customer profiles combined with the Turn automated ad-buying platform via Marketo AdBridge to better understand customers, identify specific audience segments, and target those segments with highly relevant ads.

“Like so many marketers, we had pigeon-holed ourselves, and we were spending too much energy going after a particular type of customer. Marketo and Turn allowed us to understand who our customers really are so we could ditch the old philosophy and reach out to a lot more people.”

Smarter Prospecting Drives Revenue and Cuts Acquisition Costs
The team identified lists of customers in Marketo from four buyer journey stages—lead, appointment cancelled, appointment/no purchase, and purchased—and moved them into Turn for consistent segmentation across Marketo and Turn. Centralizing the data and segmenting high-value, known leads and customers has led to a smarter approach to prospecting that includes individualized interactions with customers and detailed analysis of performance in order to drive more efficient campaigns. Email and web content now incorporate personalized information based on the consumer’s purchases and interests. For example, a thank you email to a customer who purchased window treatments for the living room might include an offer for similar window treatments for the family room or master bedroom.

“We can now understand what our best customers look like and design campaigns that individualize every experience and touch-point. Management is thrilled with the results. Click-through rates are up 140%, leads-per-click increased by 850%, appointments-per-lead grew by 140%, and cost-per-acquisition fell by 80.”

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