

Case Study L A Z B O Y

La-Z-Boy boosts in store traffic with email marketing

About the client: La-Z-Boy Incorporated is one of the world's leading residential furniture producers, marketing furniture for every room of the home. The La-Z-Boy Upholstery Group companies are Bauhaus, England and La-Z-Boy. The operating units in the Casegoods Group consist of two groups, one including American Drew, Lea and Hammary, and the second being Kincaid.

The corporation's proprietary distribution network is dedicated exclusively to selling La-Z-Boy Incorporated products and brands, and includes 304 stand-alone La-Z-Boy Furniture Galleries® stores and 519 independent Comfort Studios®, in addition to in-store gallery programs for the company's Kincaid, England and Lea operating units.

The challenge: Raising awareness and driving traffic to local La-Z-Boy stores for holiday promotions and sales.

Solution: Sending email marketing campaigns to consumers nationwide. La-Z-Boy wanted to improve sales by increasing in-store visits. Email Marketing Power helped them to do so by providing full service email marketing—message design, lists of nationwide consumers and the actual deploying of the campaign.

Results: Between President's Day, Memorial Day and Labor Day, La-Z-Boy received over 1.5 million opens and nearly 5,500 clicks on their campaigns.

