

## CLIENT SUCCESS STORY

# Developing a Personalized Email Program for MoveCentral.com

Use of Segmentation Rules and Personalized Offers Increase Average Revenue per User

### The Client

MoveCentral.com, a retention marketing services website, was a spin-off of parent company The Cross Country Group, the leader in privately-branded roadside assistance. Located in Charlestown, Massachusetts, MoveCentral.com provided change of address and moving-related resources to its partners' customers, who included many of the major auto insurers and publishing companies. (MoveCentral was purchased by Monster.com and is now operated as MonsterMoving.)

### The Situation

MoveCentral.com needed to increase revenue, deliver partner offers and drive traffic back to the website through the use of targeted email. The site currently had a general moving checklist, but was not personalized to the needs of the particular mover.

### The Solution

The moving checklist was expanded and categorized based on information provided through the sign-up form. Segmentation rules were developed to apply appropriate, time-specific content to the outbound emails. Weekly emails delivered appropriate partner offers based on the mover's information. For example, a self-mover received offers from truck rental and box companies. The same rules were applied to online advertising when users returned to the site from the email or logged into their account.

### The Results

Among visitors to the site, 27% signed up for the moving plan calendar. Management of offer placement and presentation increased average revenue per user 38% in four months.



Mover Checklist Sign-up Form

Check off the boxes that apply to your moving plans and interests. Remember that this information is used to customize your moving tasks (reminders).

Additional Information		* Required Field
<b>Move Style</b>	<input type="checkbox"/> Do-It-Yourself Mover	<input checked="" type="checkbox"/> Car Owner
	<input checked="" type="checkbox"/> Hiring Professional Movers	<input checked="" type="checkbox"/> Pet Owner
	<input type="checkbox"/> Parent	<input type="checkbox"/> Student
	<input checked="" type="checkbox"/> New Place of Employment	
<b>Areas of Interest</b>	<input checked="" type="checkbox"/> Gardening	<input type="checkbox"/> Electronics
	<input type="checkbox"/> Home Improvement	<input type="checkbox"/> Decorating
	<input type="checkbox"/> Community	<input checked="" type="checkbox"/> Music
	<input checked="" type="checkbox"/> Art	<input type="checkbox"/> Hiking
	<input checked="" type="checkbox"/> Travel	<input type="checkbox"/> Skiing

Reset Save and Finish

From: reminder@movecentral.com  
 To: nora@noraferguson.com  
 Cc:  
 Subject: Smooth Moves - A Friendly Reminder

Sponsored By:

**Hello Nora,**  
 You have 4 weeks left until you move. And as you requested, here are some helpful reminders to help you get settled in.

[Print this and tape it to your Fridge](#)

Done	Your Move Items
<input type="checkbox"/>	<b>Arrange for a Tune-Up</b> If you're driving a long distance to your new home, give your car a tune-up beforehand. If you've been putting off a new tire purchase, now is the time to do it!
<input type="checkbox"/>	<b>Check on Car Registration</b> If you are moving out-of-state, contact your current Department of Motor Vehicles (DMV) and request license and title registration information for your new state. You can sometimes find this information through your favorite search engine.
<input type="checkbox"/>	<b>Don't forget to Change Your Address (for free)</b> Complete our Free <a href="#">change-of-address form</a> . We'll notify the U.S. Post Office, organizations, magazines, catalogs and other mail senders of your new address - for FREE!
<input type="checkbox"/>	<b>Pack Seasonals and Unnecessary Items</b> Pack all items that you will not need during the month prior to your move. This includes winter/summer clothing, sports equipment, books and linens.

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Personalized Mover Checklist Email