

# Mover program helped Internet Service Provider acquire customers that stick around

## Case Study



## Business Challenge

Finding loyal, long-term customers is a constant challenge for most Internet Service Providers (ISPs)—especially those serving remote communities, where costs are historically high. A large, global telecommunications company engaged Deluxe for an affordable solution to attract rural customers with higher retention rates than their current average.

## Deluxe Solution

Deluxe recommended that this ISP leverage its specialty trigger database to run a custom weekly mover program tailored to the service-based geography provided by the customer.

The proposed direct-mail-focused new-mover pilot campaign utilized the Deluxe mover dataset, built from dozens of data sources, to deliver 4x more targets than the next leading provider. This dataset not only yields more eligible consumers but enables companies to target movers the first time they appear in a trigger database, giving marketers a competitive edge by reaching them weeks earlier.

By leveraging the full marketing agency resources of Deluxe, the provider gained access to more than actionable data—they also benefited from predictive models, creative design consultants and a comprehensive suite of marketing tools to maximize their campaign's impact.

**deluxe<sup>+</sup>**  
PAYMENTS & DATA



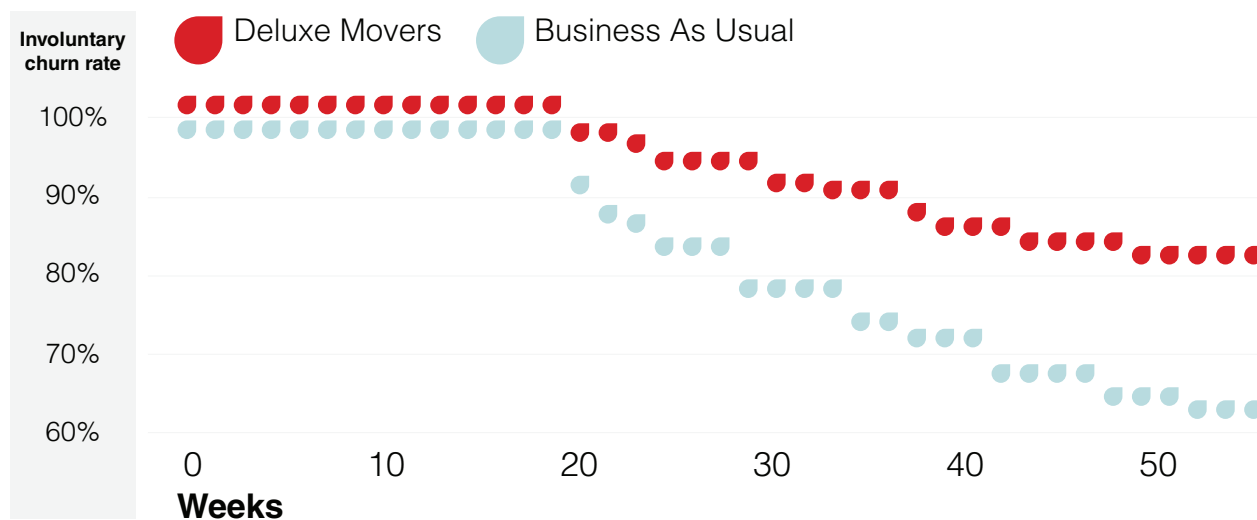
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## Program Results

The initial campaign achieved a 27% increase in gross response rate and a 3x increase in net-of-control for overall campaign response. Based on these results, Deluxe recommended optimizing by running a year-round marketing program using only Deluxe data from the top three performing mover providers used in the campaign. While this reduced the overall addressable market, it generated a higher-performing subset of leads, balancing cost efficiency with the same overall net-of-control response rate. This approach allowed the ISP to invest less in marketing while improving overall ROI.

After a year in the market, the ISP's marketing team analyzed their campaigns to determine which outreach programs to continue. They focused on key metrics such as average revenue per unit (ARPU), lifetime value, geographic trends and churn rates—critical indicators of the quality of new customers acquired.

The analysis revealed that customers acquired through the Deluxe Movers program had significantly lower involuntary churn rates compared to the ISP's business-as-usual (BAU) customers. Additionally, these customers demonstrated a 10% increase in overall spend compared to those acquired through BAU marketing. The program's success and the high retention of these customers made a strong case for adopting it as an evergreen marketing program.



Want to target movers in your market?

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