DataMentors™

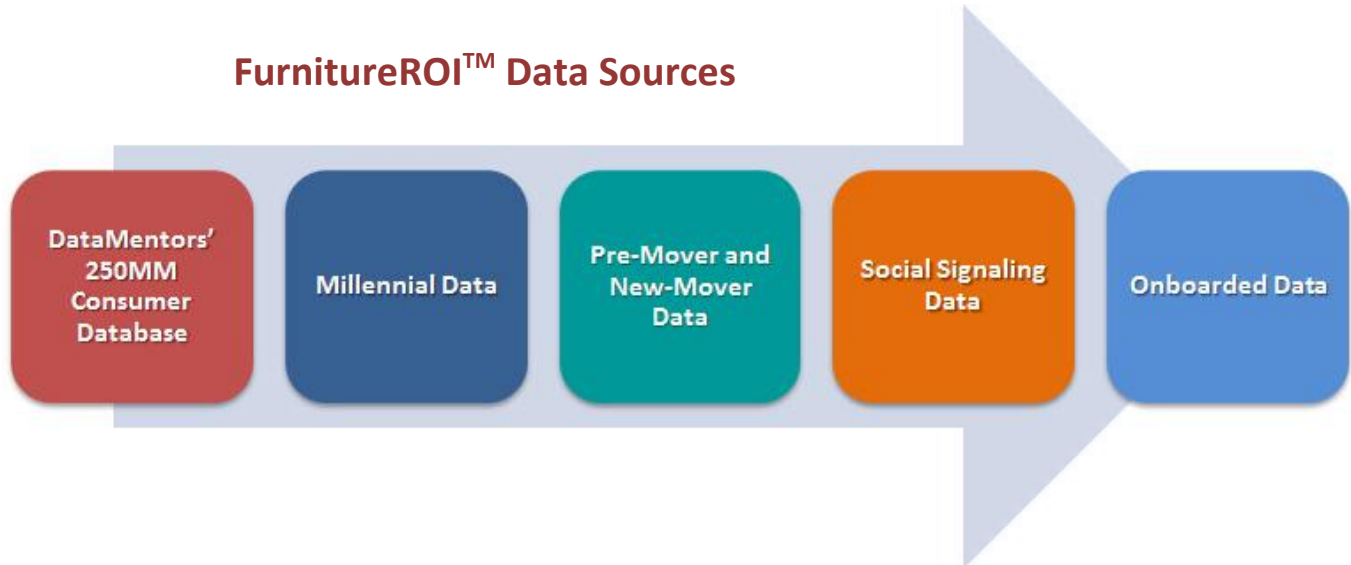Better Data. Smarter Decisions. Greater Revenue.

Acquire More Customers with FurnitureROI™ Data Solution

Furniture consumers are increasingly difficult to target in today's dynamic economy. Consumers are shopping across multiple digital channels and millennials are now of an age where they hold more purchasing power than any other demographic.

DataMentors' FurnitureROI™ is an **innovative furniture retail data product** designed to empower furniture retailers with hard-to-find and unique data sources to boost customer acquisition to entirely new levels.

FurnitureROI™ Data Sources

DataMentors' 250MM Consumer Database | Millennial Data | Pre-Mover and New-Mover Data | Social Signaling Data | Onboarded Data

1) DataMentors' Consumer Database: Identify New Prospects

- 250MM US Consumers
- NCOA Scrubbed
- 300 Data Elements (Age, Income, Home Ownership, Home Improvement and Decorating Interests, Expectant Parent, Recent Divorce, Recent Home Buyer, Home Square Footage, and more).

2) Millennial Data: Target Millennial Consumers with Multi-Channel Messaging

- Data on 42MM millennials
- Segment millennial consumers by proximity to your store location, income, home-owner or renter
- Lifestyle interests, including technology, home improvement and decorating interests
- Rich contact data including email address and mobile number

3) Pre-Mover and New-Mover Data: Send Offers to Consumers Who May Soon be In Market

Innovative web mining technology identifies pre-movers and new movers who may soon be in-market for furniture. This real-time data is gathered across a comprehensive network of websites and includes information such as new rentals, houses sold, geography, income level and more.

4) Social Signaling Data: Boost Customer Acquisition Through Social Prospecting

FurnitureROI™ monitors social media for furniture purchase signaling, such as "excited about the move", or "looking for a leather couch".

5) Onboarded Data: Digitally Addressable Dataset for Real-Time Messaging

These unique data sets are integrated and structured to form an "always-on" stream of prospects. Data is onboarded to link offline data to online IDS for customized ad delivery through your channel systems or DataMentors' digital marketing platform.

Data-as-a-Service (DaaS) – A Custom Data Set Built For Competitive Advantage

Source

We source a vast array of unique and hard-to-find data to provide a dramatic incremental difference in acquisition, optimization and loyalty metrics.

Structure

Using our Gartner-recognized data quality solution, DataFuse™, we integrate, standardize, and cleanse siloed data sources. We also onboard the data set so it is digitally addressable.

Deliver

We provide multi-channel marketing solutions, including campaign management and customized ad and message delivery through our digital marketing platform.

Analyze

Behavior and commercial data can be gathered and analyzed using our analytics solution, PinPoint™, delivering insight, opportunity identification, and dashboard optimization.