

RENT-A-CENTER

Furniture and electronics rent-to-own company with 3,050 locations in the United States, Puerto Rico and Canada

How Rent-a-Center increased ROI by 1000% in less than 90 days with V12

CHALLENGES

- Rent-A-Center was struggling to find new customers
- Competition was increasing from online appliance retailers like Best Buy and Aaron's

SOLUTIONS

Mobile device data

Linked to individual key demographics in order to create highly personalized marketing outreach

V12 Signals

Implemented to target consumers searching online and visiting competitors stores

Real-time multi-touch

Email and direct mail campaigns were deployed

KPI tracking

Executed to monitor increases in store and online traffic and campaign sales performance



PROVEN RESULTS

Expanded to 3,000 store locations

ROI

Experienced over 1,000+% in ROI

Millions of dollars in new revenue

Thousands of new clients