



NaviStone® Helps Touch of Class Reach Out to Web Browsers via Direct Mail

Touch of Class, the Huntingburg, Indiana based home furnishings company, has been mailing catalogs to shoppers for over 37 years. Like many direct marketing companies, Touch of Class is always looking to find innovative sources of new customers. This fall/holiday season, the company used the NaviStone® Prospecting product to do just that.

NaviStone® Prospecting allowed Touch of Class to mail catalogs to highly qualified website shoppers, who had browsed their site, but did not purchase. The results were impressive on two levels:

The results were well beyond expectations:

1. NaviStone® prospects were 35% more productive than Touch of Class' traditional, transaction-based prospecting lists, and,
2. NaviStone® prospects were unique. Of the 29,000 names rented by Touch of Class, 26,000 were not present on any other list.

Traditional catalog prospect names, whether rented directly from other merchandisers, or through database cooperatives, rely on recent past purchase history to identify potential buyers.

This dynamic has the effect of creating a relatively small group of "uber catalog shoppers," who are mailed over and over again by many companies. Website visitors come from a rich variety of sources. As well, the fact that a visitor has decided to visit a particular company's website indicates a level of interest, an intent to buy, not often found in traditional prospect lists.

This combination of high productivity and uniqueness opens up a brand new universe of prospects for retailers.

Fred Bell, Touch of Class Co-Founder, sees great potential in NaviStone® Prospecting: *"Innovative new sources of customers come along very rarely in our industry, said Mr. Bell. "We took a bit of a chance testing as many names as we did during this first trial, but I am so glad that we did. We now have highly reliable results, and I anticipate mailing several hundred thousand NaviStone® prospects in 2016."*

Learn more about how NaviStone® is changing the way direct marketers find new customers at <http://www.navistone.com>.

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