

Case Studies



Challenge:

Sirva (Allied Van Lines / North American Van Lines) asked Den Aviary to design, develop and implement an email program with the goal of increasing incremental revenue and brand affinity.

Solution:

Den Aviary developed and implemented a triggered email program strategy that services the customer throughout their pre-move lifecycle, including a lead management campaign that is integrated with Sirva's lead management database. A series of tests were conducted during each phase of the implementation to determine the most engaging timing and content of each message prior to their move date, based on the distance to their destination, dwelling type, income, and location.

Additionally, Den Aviary executed a full migration from multiple ESP's to a new ExactTarget account in less than 4 days.

Result:

Den Aviary serves as Sirva's full-service email marketing team and has created a triggered series of lead management emails. A series of post-booking cross-sell emails have provided a significant lift in incremental revenue through the use of affiliate offers and moving supply materials.