

# WOODCRAFT®



*Listrak has helped us to efficiently and effectively increase our subscriber list through email and onsite methods. GXP has been incredible in turning up our acquisition efforts.”*

-Beth Coffey, VP, Sales and Marketing, Woodcraft

## About Woodcraft

Woodcraft Supply, LLC is one of the nation's oldest and largest suppliers of quality woodworking tools and supplies. You'll find Woodcraft stores in more than 70 major metropolitan areas across the U.S.; and Woodcraft annually distributes 1.5 million catalogs featuring more than 8,000 items to all 50 states and 117 foreign countries.

## Client Challenge

Woodcraft left their email provider in 2018 and immediately saw an increase in their email performance when they switched to Listrak. Although they have had very good results with their broadcast messaging over the last two years, including increased traffic and list growth, they knew Listrak could ramp up their acquisition efforts even further. Without hesitation, Woodcraft enlisted Listrak's Growth Xcelerator Platform (GXP) to enhance their current program.

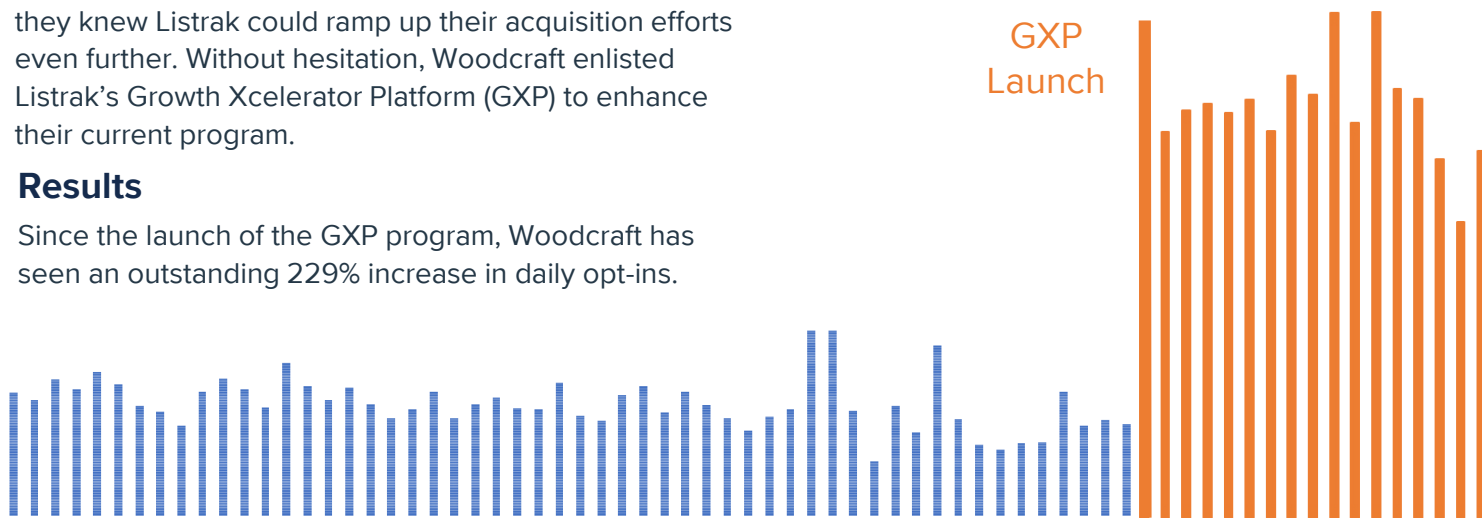
## Results

Since the launch of the GXP program, Woodcraft has seen an outstanding 229% increase in daily opt-ins.

# 229%

## Increase in Daily Opt-Ins

GXP  
Launch



## About GXP<sup>SM</sup>

Growth Xcelerator Platform (GXP) is a full-service program that integrates identity resolution capabilities within Listrak's suite of cross-channel marketing tools to deeply personalize customer communications. Leveraging self-identification, as well as through a robust proprietary identity graph, GXP reaches once-anonymous users with hyper-personalized, intent-based marketing messages across email and SMS.

