

EST 1928

WOODCRAFT®

GXP is a Top Revenue Channel for Woodcraft

After achieving success with Listrak's core platform, Woodcraft took the next step and added Listrak's Growth Xcelerator Platform (GXP) to enhance their current program – maximize acquisition and drive incremental revenue.

Woodcraft has seen outstanding results and exceeded the GXP contractually guaranteed numbers.

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Listrak has helped us to increase our subscriber list and overall revenue goals. GXP has been incredible in turning up our onsite and offsite efforts.

Beth Coffey, VP of Sales and Marketing, Woodcraft

26%

Total Ecomm Revenue
Driven by GXP

103%

Increase in Daily
Subscriber Sign-ups

99X

Return On Ad Spend (ROAS)