

SOLVING THE DIGITAL PUZZLE



CASE STUDY 2022

WHO: A top regional retail furniture store.

CHALLENGE: Flagging in-store retail performance and a need to market their ecommerce store during the pandemic.

SOLUTION: Using years of first-party CRM data, we built attribute profiles to better understand what their customer looked like and correlated that to buying behavior. For example, first time home buyer, upgrade home buyer, expectant family, and the like. Creative was built speaking directly to these different audiences with offers matched to their life stage. Ecommerce messaging was added to every piece of creative to ensure people knew they could shop online. We geofenced the store locations to record in-store visits based on impression delivery.



RESULTS: Although in-store sales traffic did not increase significantly, more qualified in-market buyers were visiting the store and completing purchases, resulting in an almost 10% increase in store sales. Site traffic to their ecommerce store steady increased month-over-month reaching over 25:1 ROAS within the first few months.

10% INCREASE IN-STORE SALES

25:1 ROAS

TIME TO GET DIGITAL SOLVED