

Case Study:

In-Store Sales

Home Appliance Brand Drives In-Store Sales Across Multiple Locations

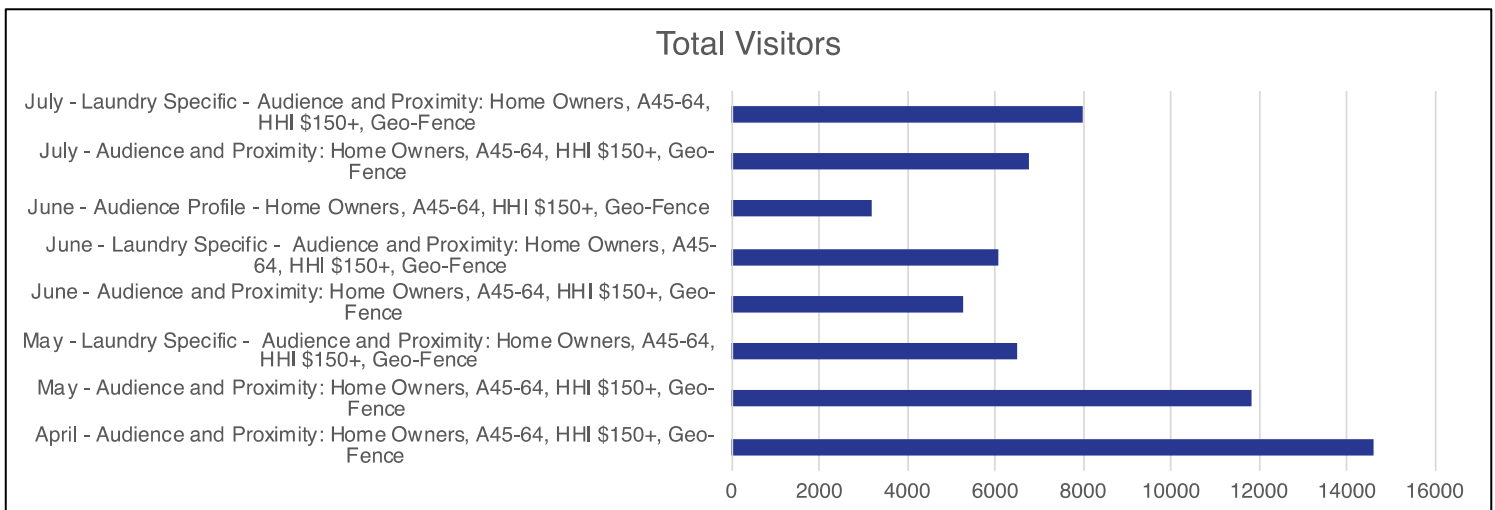
Goal: Drive in-store sales across 15 retail locations.

Channels

- Banner Ads for promotions on laundry machines and kitchen appliances
- In-App inventory

Targeting

- Third Party Audiences targeting Homeowners with HHI \$100,000+
- Zip Code Targeting: serving across zip codes surrounding the 15 locations in MD & VA.
- Foot Traffic Reporting: Tracking foot traffic across the 15 store locations



Results

- From April – August 2021 we drove 62,221 total visitors to the various locations
- \$15.35 average cost per visit
- 2.70% in store visit rate
- 0.18% CTR & \$2.03 CPC

