

SUCCESS STORY / DIGITAL MARKETING

Furniture Store

Campaign Highlights:

OBJECTIVES: Drive local branding & awareness while gaining the ability to prove attribution

TACTICS USED: Device ID with a CRM Matchback

DURATION: 3 Months

MARKET: Oregon

Strategy & Solutions:

- We recommended utilizing a Device ID campaign in order to measure foot traffic attribution
- A CRM Matchback report was also processed to ensure that our display campaign was working to attract the client's target audience into their furniture store and increase trackable sales
- Our team ran a little over 60,000 impressions per month and served ads to mobile devices we captured from the client's competitors who also were in-market to purchase furniture
- After three months, the campaign yielded a 0.25%+ click-through rate (CTR) (The average CTR for a display campaign is 0.05%)
- We ran Foot Traffic Attribution reports monthly as well as multiple CRM Matchbacks reports to measure success



Results:

37X
ROI

100+
Matches from
the Full CRM
Matchback
Report

275
Unique Visits
Captured via Foot
Traffic Attribution
Report

364
Total Visits
Captured via Foot
Traffic Attribution
Report