

FURNITURE STORE CASE STUDY

OVERVIEW

Client

Furniture Store

Campaign Length

Three Months

Objectives

Effectively continue to drive local branding & awareness while gaining the ability to prove attribution

Total Investment

\$3,000

Geography

Counties in Oregon

Products Utilized

Device ID CRM
Matchback

RESULTS

This campaign saw a 37x return-on-advertising-spend (ROAS).

\$150k+

Amount of confirmed sales from captured devices

100+

Total matches from the full CRM Matchback report

275

Unique visits captured through the Foot Traffic Attribution report

364

Total visits captured through the Foot Traffic Attribution report

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 run Foot Traffic Attribution reports monthly as well as multiple CRM Matchbacks reports to measure success

