

OVERVIEW

Client

Jewelry Company

Campaign Length

3 Months

Geography

Western US

Objectives

The client wanted to build their new customer base and boost foot traffic to their brick-and-mortar location.

Products Utilized

Device ID

RESULTS

183

Visits to the storefront

162

New Customers

CHALLENGES

- The physical location of this storefront was not located in an area with major streets or foot traffic, so bringing in new customers was a hurdle.

STRATEGY & SOLUTIONS

- Using a Device ID strategy of targeting nearby businesses with similar customer demographics, the campaign messaging highlighted the storefront's key products and services with a call to action around various discounts for first time customers
- The campaign used a lookback window of six months, enabling device targeting for those locations.
- Device ID campaigns remain highly effective because people are targeted where they are physically located after they've left competitors locations.