

OVERVIEW

Client

Mattress retailer

Campaign Length

Nine months

Geography

Mid-size DMA

Total Investment

\$13,500

Objectives

Grow sales for multiple locations

Products Used

Device ID

Facebook Device ID

RESULTS

**+65%**

Increase in YoY
sales via Device ID

**+35%**

Additional increase in
YoY sales via
Facebook Device ID

**470+**

Total unique
responses in
month 9

**700+**

Total visits in month 9

STRATEGY AND SOLUTIONS

- Device ID was recommended to drive awareness and foot traffic to the client's two locations.
 - Competitor retailers were targeted through a conquest targeting strategy.
 - Stores where mattress-intenders may visit (i.e., Costco, Sam's Club) were also targeted to increase reach.
- Facebook Device ID was used as an add-on tactic in the last four months of the campaign.
 - No additional dollars were spent, but serving ads to where users naturally spend their time on social media allowed for maximum reach and relevancy.