

OVERVIEW

Client

National retailer delivering quality outdoor merchandise online & in-store

Campaign Length

12 Months

Geography

15 DMAs with separate budgets & delivery expectations

Total Investment

\$1,662,248

Objectives

- Increase brand awareness
- Provide quality site traffic
- Drive purchases online and in-store

Products Utilized

Programmatic Display

Streaming TV

Search Engine Marketing (SEM)

Local SEO

RESULTS

This client has **renewed their advertising efforts for another year** and increased their total investment to **over \$2MM**. Additionally, Device ID and Streaming Audio will be tested in select markets.

The Programmatic Display campaign sustained a high 0.17% click-through rate (CTR), and Streaming TV consistently generated a 96%+ completion rate.

\$13.6MM+

eCommerce sales became the primary focus due to pandemic restrictions on in-store shopping

8/1

Gross return on advertising spend (ROAS) reached **8/1**, or a **29%** increase

73,600+

Deeper insights were gathered for all product lines from nearly 74,000 orders incurred during the campaign length. For example, seasonality trends, campaign optimizations, top-performing creatives, and overall audience engagement (clicks vs conversions).

20,000

The client dedicated additional dollars to Streaming TV to increase their share-of-voice within specific markets. As a result, Local SEO conversions* grew from **6,224** in month eight to **13,706** in month nine. From month ten to month 11, we saw a **1,400** conversion increase.

*Clicks-to-call, clicks on directions, store visits.

STRATEGY & SOLUTIONS

- With multiple promotions being pushed at any given time, aligning targeting with creative is crucial to delivering the right audience, the right creative.
- Multiple creative formats are used to maximize performance and delivery:
 - For Display, GIF and static ads were created for each promotion
 - For Streaming TV, 15 and 30-second variations were developed
- Pixel placement has helped performance and return on investment (ROI):
 - Site retargeting is enabled – a key targeting tactic that helped ensure web visitors who have shown interest in the client's brand and products are being delivered to, helping keep them engaged and drive them further down the purchasing funnel.
 - Conversion tracking is enabled – this client tracked the path to online sales purchases, which has helped provide additional insight and value beyond performance indicators that are associated with the primary goal of in-store sales.