OVERVIEW

Client
National retailer delivering quality outdoor merchandise online & in-store

Campaign Length
One Year (April 2020 – March 2021)

Geography
15 DMAs with separate budget & delivery expectations

Total Investment
$1,662,248

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

Products Utilized
Programmatic Display
Streaming TV
Paid Search
Local Intent

RESULTS

This client has **renewed their advertising efforts for FY22** 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 .17% click-through rate (CTR), and Streaming TV consistently generated a 96%+ completion rate.

$13.6MM+
Online revenue

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

↑29%
Return on ad spend (ROAS)

Gross return on advertising spend (ROAS) reached **8/1**.

73,600+
Total online purchases

Deeper insights were gathered for all product lines, ie. seasonality trends, campaign optimizations, top-performing creatives, and overall audience engagement (clicks vs conversions).

20,000+
Local Intent conversions

The client dedicated additional dollars to Streaming TV to increase their share-of-voice within specific markets. As a result, local intent conversions* grew from **6,224** in November to **13,706** in December 2020. From January to February, 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.