

Case Study

On average, 71 percent of all shoppers spent \$50 or more when shopping in-store compared to shopping online. This is why driving users to visit physical locations was a key focus of a National Arts & Crafts Retailer. They wanted to use a full-funnel strategy to promote their new product line to a highly targeted audience and increase in-store visits.

The Objective

- Leverage high-impact creative, like video and connected tv, to reach target audiences
- Use Factual to optimize in-store visits and measure campaign impact for a full-funnel strategy
- Gain and maintain knowledge of programmatic advertising strategies and tactics

The Solution

The growth of online shopping casts a long shadow over a surprising trend – consumers spend significantly more per visit in-store compared to online, especially for certain retailers. A National Arts & Crafts Retailer wanted to leverage digital advertising to capitalize on this trend as they were launching a new product line to drive in-store visits. They were looking for an innovative strategy that could be optimized for in-store visits and extend the measurement of digital advertisements that drove offline conversions.

Using Choozle, the brand put together their digital advertising strategy utilizing high-impact creative, like video and connected TV, because it gave them access to premium advertising content with a lower cost of entry than linear TV. In addition, these channels allowed them to layer on highly-targeted audiences and retarget existing customers as well as new prospects with specific traits. They also used Factual, an offline attribution vendor, to optimize for in-store visits and measure the campaign's impact.

As a result, the National Arts & Crafts Retailer optimized throughout the entire customer journey to drive in-store visits – from awareness via connected TV through retargeting audiences. Factual Geopulse Measurement was able to track the conversions attributed to their digital campaign. The campaign outperformed on its target goals with a 25% lower cost-per-completed view (CPCV) at \$0.03 CPCV. More importantly, the campaign achieved a 43% lower CPA compared to its goal at \$17 CPA.

Key Results

25%
lower CPCV
(\$0.03)

43%
lower CPA
(\$17)