

RETAIL CASE STUDY

National Retailer Targets Sales Growth by Department

CLIENT CHALLENGE:

Bring Customers Back For More

This national retailer wanted to drive repeat-business for a specific department, but their contextual advertising strategy was not delivering enough target audience reach.

GOAL:

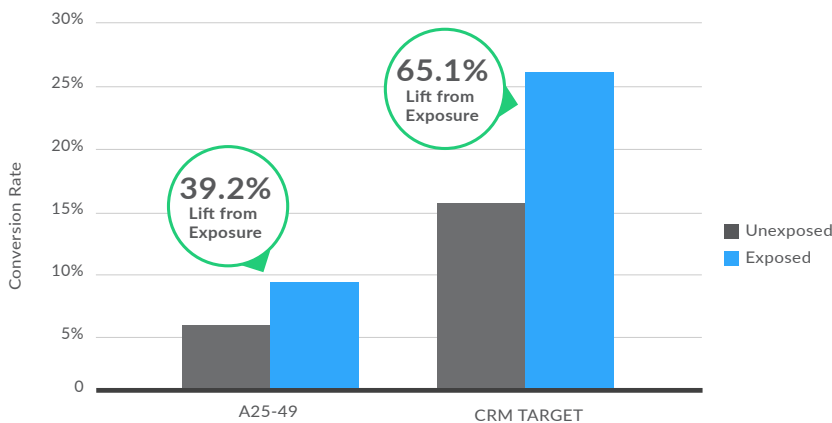
Use First-Party Data To Gain Campaign Insights

Leverage their investments in CRM data to target past purchasers and determine the campaign's impact on different audience segments.

SIMULMEDIA SOLUTION:

Custom Targeting To Reach The Right Audience

Using our VAMOS platform, we matched the retailer's CRM data with our nationally representative panel to create a custom target and built a Performance Media Plan to reach them on TV.



RESULTS:

Stores Saw Lots Of Familiar Faces

Exposure to the Performance TV campaign among the target audience led to a **65% conversion lift**. The conversion rate lift for the custom target was also greater than the standard A25-39 demo by 66%.

Better Targeting. Better Results.

Exposure to the campaign resulted in:



5.3%

increased target reach



70%

lower cost per thousand reached than base plan



66%

higher conversion rate lift by custom target compared to standard demo

CONTACT

Email: info@simulmedia.com | www.simulmedia.com
 401 Park Avenue South, 11th Fl. New York, NY. 10016