

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:**

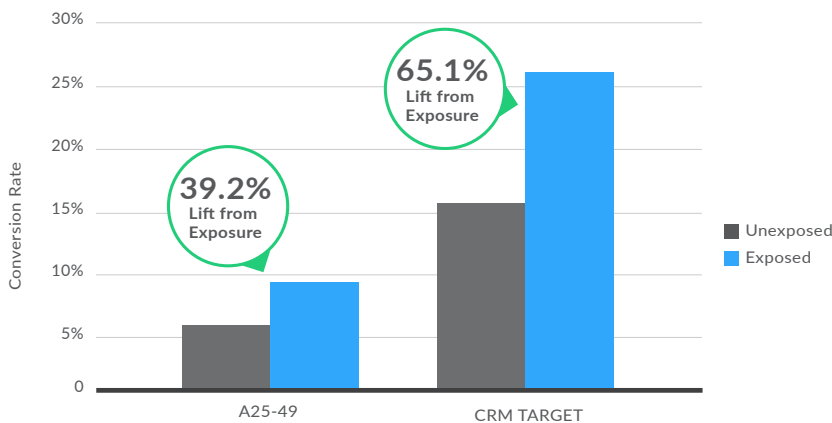
**Use First-Party Data To Gain Campaign Insights**

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**

We matched the retailer's CRM data with our nationally representative panel to create a custom target and built a media plan to reach them on TV.



**RESULTS:**

**Stores Saw Lots Of Familiar Faces**

Exposure to the 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**

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