

CASE STUDY

RETAIL

E-tailer targets brick & mortar shoppers

CHALLENGE

E-tailer wanted to identify and market to real shoppers to boost subscriptions and sales on their website by generating leads from the real people, in-market shoppers, that visited their category-based, brick & mortar competitors.

E-tailer has been challenged by sub-par performance of traditional online display advertising and audience development to align with finding real shoppers that convert to customers with improved cost per acquisition for their business.

REFINITION SOLUTION

Harnessing the data and leads in Refinition's Retail Network of real people to power the campaign – along with our execution partner for their digital display execution.

Data and leads utilized were built upon real people that visited brick and mortar competitive category-based locations in a regional market.

CAMPAIGN STRATEGY

E-tailer creative utilized to drive this custom audience to their site and engage with their brand and activate a subscription and purchase.

Sell more, spend less, repeat often

Contact us at getrefined@refinition.com to get started today.

Learn more at refinition.com

THE RESULTS

After implementing our leads, e-tailer boosted performance exponentially across the board.



Site traffic increased 15.6%



Bounce rate down 10%



New site visitors up 20%



Lifetime campaign average CTR = 0.48%



Unique deviceID audience CTR = 2.23%



27 conversions to subscription for service & increased basket at check-out