Case Study
Massage Envy achieves 16.67x ROAS

167
NEW CUSTOMERS PER MONTH

16.67%
RETURN ON AD SPEND

PROBLEM

Massage Envy wanted to generate awareness for its new stores in Miami. They decided to seek out innovative formats that allowed them to reach people who lived within close proximity to their storefronts while maintaining the credibility of a national brand.

SOLUTION

Massage Envy leveraged Taiv's **hyper-local targeting** to show ads within a 5-mile radius of their storefront locations.

This allowed Massage Envy to promote themselves with the credibility of a national advertiser, while only reaching the customers who had the highest probability of purchasing.

They used Taiv's **proprietary attribution modeling** to track whether people who were exposed to the ad were more likely to visit one of their locations.

RESULTS

This ongoing campaign showed that customers who were exposed to the ad were **2.8x more likely** to visit their storefront locations.

This additional lift accounted for 167 additional customers per month, generating a 16.67x return on ad spend.

Taiv's large screens in busy Miami bars are the perfect place for Massage Envy to reach their customers.