

# Drive In-Store Sales with Digital Circular Amplification

## Audience Optimizer™ for Digital Circular

### OBJECTIVE

A retailer wanted to drive in-store sales by highlighting weekly offers and promotions with a quantifiable way to measure their return on ad spend.

### SOLUTION

Swiftly ran targeted Audience Optimizer™ ads for the retailer from November 2023 through February 2024 to drive shoppers into stores and provide the retailer with closed-loop measurement.

### MEDIA INVESTMENT & DURATION

\$6,000 Per Store (7 Stores)  
& 12 Weeks (Nov 2023 – Feb 2024)

**3M+**

Impressions

**\$33K**

Incremental  
Dollars Per  
Store

**5.5X**

Incremental  
Return

