

Drive In-Store Sales by Amplifying Your Digital Circular During a Competitive Holiday Season

Audience Optimizer™ for Digital Circular

OBJECTIVE

A retailer wanted to drive in-store sales by highlighting their holiday 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 during a busy holiday season 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

