

## From Silent to Spenders: 23% Customer Re-Engagement with Audience Optimizer™

### CHALLENGE

A regional retailer sought to re-engage a high-value segment of shoppers — customers who had previously purchased in-store and interacted with the retailer's mobile app, but who had become inactive over the past 60 days.

These lapsed users represented a significant opportunity to drive incremental revenue and restore brand loyalty.

### OBJECTIVE

Reconnect with previously engaged shoppers and convert them back into active, in-store customers through targeted, personalized outreach.

### STRATEGY

Using Audience Optimizer™, the retailer launched a targeted campaign focused on “inactive” app users — defined as those who had not opened the app in the 60 days prior to campaign launch.

These users were served weekly “hot” offers via dynamic banners featuring digital circular pricing and product highlights.



36 stores



\$11K  
Investment



12 Weeks

### RESULTS



# 23.2%

Re-Engagement Rate of Targeted Audience (Re-Engaged Shoppers)



# \$21.60

Incremental Return on Ad Spend



# \$827K

Estimated Annualized Total Store Sales from Re-Engaged Shoppers<sup>1</sup>

<sup>1</sup>Based on shoppers identified using equivalent campaign dates YAGO and their sales measured for 52 subsequent weeks