

## **Turning Occasional Shoppers into Loyal Customers with Audience Optimizer™**

## **OBJECTIVE**

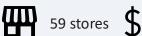
A retailer wanted to target audiences that mimicked occasional shoppers with promotions and offers that would drive store sales and trips, as well as loyalty program sign-ups.

## SOLUTION

Swiftly utilized Audience Optimizer<sup>™</sup> to promote ads that highlighted price discounts towards shoppers that frequented competitor retailers. The goal was to win these likely shoppers' business and keep them coming back while boosting in-store trips and sales.

## TAKEAWAYS

Audience Optimizer<sup>™</sup> allows retailers to effectively target lookalike audiences of occasional shoppers with personalized circular ads that are likely to drive recurring trips and sales by these new shoppers.





4 Weeks

**32%** 

\$38.75 \$430K

Of New Loyalty Program Shoppers Visited Retailer After Signup

Incremental Return on Ad Spend

Annualized Projected Sales from **New Signups** 

