

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™ 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™ 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.



59 stores



\$50K Investment



4 Weeks

32%

Of New Loyalty Program Shoppers Visited Retailer After Signup

\$38.75

Incremental Return on Ad Spend

\$430K

Annualized Projected Sales from New Signups

