

A Retailer Boosted Store Sales by Highlighting Price Discounts

OBJECTIVE

A retailer wanted to drive more in-store sales by showcasing their weekly promotions to specific shopper audiences.

SOLUTION

Swiftly utilized Audience Optimizer™ to deliver dynamic, personalized ads spotlighting price discounts based on shoppers' purchase history. The specific audience segments targeted were Lapsed¹ and Declining² shoppers.

TAKEAWAYS

Audience Optimizer™ enables retailers to target different audiences with relevant, personalized promotions to drive shopper trips, and boost in-store sales.



59 stores



\$50K Investment



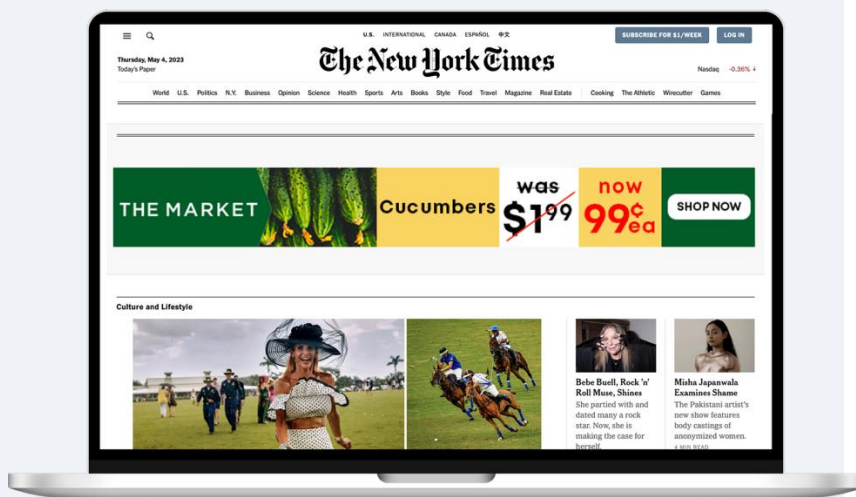
4 Weeks

\$38.75

Incremental Return on Ad Spend

\$33K

Incremental Sales Per Store³



¹ Historical shoppers that had not shopped in the last 60 days.

² Historical shoppers whose spend had dropped 50-99.99% in the last 120 days.

³ Incremental Sales measured both during the campaign and post-campaign.