

# Targeting Competitor Shoppers for a Successful Store Opening

## OBJECTIVE

A regional retailer was preparing to open a new store and needed to ensure a strong launch by attracting shoppers who were most likely to become valuable, repeat customers.

For their campaign, they specifically wanted to identify potential shoppers near the new store location and announce the grand opening through targeted advertising to those shoppers, in order to drive app downloads and encourage in-store visits and purchases

## SOLUTION

Using Audience Optimizer™, the retailer launched a targeted campaign focused on shoppers who frequented competitor stores within a 5-mile radius.

These individuals were served targeted ads across the open web, starting one week before the store opening. The ads highlighted the grand opening and encouraged users to download the retailer's app and begin shopping at the new location.

## RESULTS

# 77%

Percent of New App Users that Started Shopping at New Store Location



# \$14.46

Incremental Return on Ad Spend<sup>1</sup>



# \$226K

Estimated Annualized Total Store Sales from New App Users<sup>2</sup>

<sup>1</sup> Incrementality based on annualized sales lift

<sup>2</sup> Avg Annualized Spend is based on new shoppers at all stores identified using equivalent campaign dates YAGO and their sales measured for 52 subsequent weeks