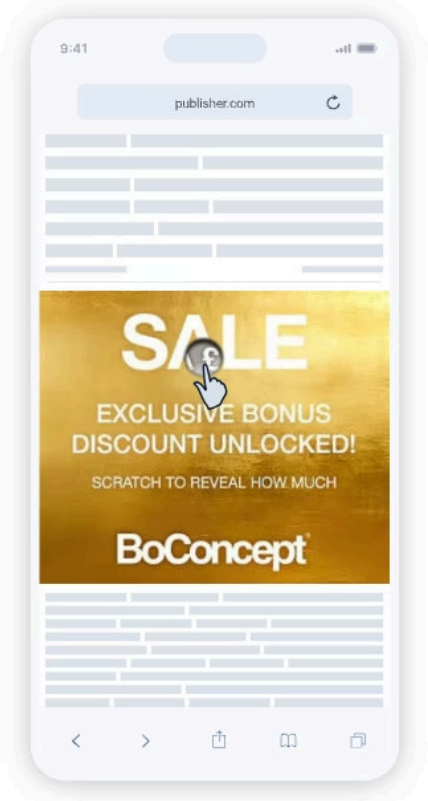
BOCONCEPT

Driving new collection awareness for a premium retail brand



fonemedia

AT A GLANCE »



Client: BoConcept (via Odyssey Media Group)

Sector: Retail / Home & Interiors

Objective:

Drive awareness of a new collection launch and exclusive discount promotion across six London and South East stores.

Solution:

Mobile Platinum with Experian Mosaic audience layering, geo-targeted by store catchment area.

Outcome:

- 3.48% CTR - more than 7x the industry average of 0.46%
- 77.91% viewability, exceeding industry standard.

THE CHALLENGE & APPROACH »

THE CHALLENGE

BoConcept needed to cut through in one of the UK's most competitive retail markets, reaching genuinely affluent, in-market audiences across six London and South East store locations.

This required precision targeting capable of identifying consumers with the intent and the disposable income to act on a premium furniture promotion.

With a four-week window tied to a specific new collection launch and a time-limited discount offer this campaign needed to make an impact.

THE APPROACH

- **Audience built on wealth signals and purchase intent:**

Experian Mosaic profiles were layered with keyword groups covering home interiors, interior design, competitor brands, and homeware magazines, alongside app audiences on Pinterest, Instagram, and retail and lifestyle platforms. Competitor and homeware website retargeting (Made.com, Heal's, John Lewis, and others) further sharpened the audience to users actively in-market.

- **Mobile Platinum with geo-targeted store catchment delivery:**

The campaign ran across the postcode catchment areas surrounding each of the six stores, with bespoke affinity and intent models built specifically for the campaign. Smartphone delivery accounted for 97.8% of all clicks, confirming the effectiveness of a mobile-first channel strategy for reaching this audience in the moments that mattered.

- **Creative format strategy prioritised engagement over volume:**

Whilst the standard MPU drove the majority of impressions, larger formats consistently outperformed on engagement, achieving CTR's over 5%. This insight informed ongoing optimisation throughout the campaign's run.

THE RESULTS »

3.48%

CLICK-THROUGH RATE

More than 7x the industry average of 0.46%

Affluent out-of-London areas including Guildford, Maidenhead, and Harrow also performed strongly, validating the **Experian Mosaic targeting** approach beyond the core London geography

77.91%

VIEWABILITY

Confirming ads were served in high-quality placements to genuinely engaged users

Peak engagement on Tuesdays (reaching a **6.62%** CTR at 11am) suggests high receptivity among this audience during mid-morning browsing, a useful insight for scheduling future activity

43.6%

LONDON CLICK SHARE

3,404 clicks at a 3.55% CTR, with strongest results from Notting Hill, Brent Cross, and Westfield

Smartphone delivery accounted for **97.8%** of all clicks, confirming the effectiveness of a mobile-first channel strategy

WHY THIS MATTERS »

This campaign shows what becomes possible when audience quality takes priority over raw reach.

By combining Experian Mosaic wealth profiling with geo-targeted store catchment delivery and intent-led keyword and app targeting, fonemedia delivered a CTR more than seven times the industry average for a premium retail brand operating in one of the UK's most competitive markets.

For home and interiors brands looking to connect with high-value consumers around specific store locations or promotional windows, this approach offers a proven, measurable route to meaningful engagement.

GET IN TOUCH »

Looking to reach high-intent audiences at the moments that matter most?

Talk to us about mobile-first campaigns designed around real-world outcomes.

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