

## Retailer Nets 10x Return on Ad Spend

**Challenge:** Associates at the retailer's stores are dedicated to creating a strong in-store experience. Therefore, the retailer wanted to re-engage customers who had not purchased recently so they again could enjoy the shopping experience.

**Solution:** Acxiom used the client's customer data and directly matched it with the publisher's data to serve online ads to 12 million previous customers who had not purchased from the brand in at least 18 months.

**Results:** The eight-week campaign generated \$2.59 million in incremental sales – a 58% increase in orders, with more than half of the sales in-store, the retailer's major goal.

More than \$2.5 million  
in incremental sales



More than half of new sales  
were in-store

Match client data



With publisher data

Partnering with Acxiom enabled the company  
to reach the right customers, which led to a  
**higher return on investment.**

8-week campaign



58% increase in  
orders

Targeted customers



twice as likely to buy

## Pinpoint best prospects



Bank with airlines reward cards sees **64% reach** and 4,248 cards approved

## Augment with Acxiom data



National lifestyle publisher sees 25% increase in response rates with 200% ROI increase

Use **Acxiom Digital Audiences** to actively engaging consumers with the ads relevant to their daily lives

## Acxiom data outperforms



Global toy company sees 24% higher PTA (people taking action ) with Acxiom data vs. Facebook interest segments

## Click-through rates



Major automaker sees 4x click-through rate with a low cost per customer

Succeed with Acxiom Digital Audiences.

Email [dataguru@acxiom.com](mailto:dataguru@acxiom.com) and begin your journey to higher-performing campaigns.