

Retailer nets 10x return on ad spend

Case Study | Retail

To re-engage customers who had not purchased recently to again could enjoy the in-store shopping experience.

OUTCOME

\$2.5M in incremental sales

58% increase in orders

50%+ of sales were in-store

HOW

Directly matched the retailer's customer data 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.

- Acxiom Data
- Audience Distribution

