

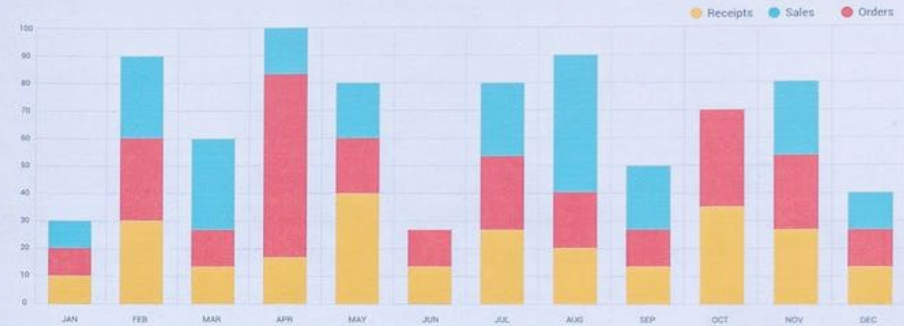
FRESH MEDIA PERSPECTIVE

Case Study

Opportunity

Client was looking for a new perspective approach to their local media campaigns to drive more traffic to their destinations

Our company



Business items





Goals

- DRIVE sales & in-store traffic
- SEAMLESS transition
- OPTIMIZE savings

Strategy

Execute our proven onboarding program to ensure a smooth transition. Customize store level analysis reporting to identify optimization opportunities and develop a process to automate the complex ad campaigns

Steller Results

- **9%** increase traffic counts 
- **No** challenges with transition 
- Developed automated process to generate **efficiencies**
- Increased ROI - Identified **MILLIONS** in savings 