



NEW CUSTOMER ACQUISITION Case Study

Goals

Reach new Customers
Build local brand awareness
Encourage Brand engagement
Drive Sales LIFT & ROI

Strategy

Amplify the brand and maximize budget efficiency, we created a unique trade area targeted on local geographic and consumer behavioral nuances, and media channel receptivity. Using advanced analytics and integrating a comprehensive mix of local, offline and online data – created a highly targeted media strategy was executed across print mobile, social, native and display.

Challenge

Client was breaking into a new market - struggling to gain share from the competition & need to build brand awareness to drive local consumers to purchase

Optimal Results

- Awareness – **28%** lift in brand awareness
- Engagement & Reach - **+17%** impressions, while being under budget
- Sales Lift & ROI – **9%** sales lift; 2x ROI