

STRATEGIC MEDIA PLANNING

Case Study

Challenge

Client was seeing significant sales fluctuations throughout the month and needed assistance to identify the root cause of the sales fluctuations. Need to evaluate media spend to optimize while maintaining or improving ROI

Goals

Strategically reallocate marketing dollars without harmfully impacting store sales or customer counts


Strategy

Provide a deep evaluation of sales data and understanding of customer base to identify root cause of the sales fluctuations

Develop custom indices and apply to sub-ZIP Code level geographies to inform media buying decisions

Create a strategic media buy focused on delivering messages to customers most likely to shop at the client's locations in a selected timeframe

Stellar Results

- Made marketing dollars work harder! 
- Transformed advertising in select weeks without negatively impacting customer counts or store sales & increased return on ad spend
- One happy client! 