

# RETAIL STORE DRIVES HOLIDAY FOOT TRAFFIC

## OVERVIEW

A large retail store was looking to drive foot traffic to their physical location leading up to and during the busy holiday season by promoting popular gift items. They selected Insane Digital to utilize geo-fencing with conversion zones technology in order to target specific locations and track online-to-offline conversions. Their goal was to achieve a \$45 Cost Per Action (CPA), with the action defined as a visit to the store.

## SOLUTION

Insane Digital and the advertiser developed a geo-fencing strategy to reach a targeted audience with customized messaging. The team built geo-fence targeting zones around relevant areas such as similar retail stores, shopping malls, and more, plus a conversion zone around the advertiser's location to measure conversions. Creatives were tailored to each set of geo-fences to give accurate directions and to promote the most relevant products for each location. After campaign launch, Insane Digital and our multivariate algorithms made optimization to drive down the CPA, including updating the frequency cap, implementing creative pacing, and blacklisting domains.

## RESULTS

Over the course of the campaign, we delivered a \$4.40 CPA based on 97 geo-fence conversions, meaning individuals who entered a geo-fence, were served an ad, and then visited the conversion zone. Using our Geo-Conversion Lift dashboard, the advertiser measured a 137% surge in incremental store visits attributable to the campaign.

**10X**  
CAMPAIGN GOAL

CAMPAIGN GOAL  
\$45 CPA

CAMPAIGN RESULT  
\$4.40 CPA

GEO-CONVERSION LIFT  
137%