

## OVERVIEW

### Client

Jewelry Company

### Campaign Length

3 Months

### Geography

Western US

### Objectives

The client wanted to build their new customer base and boost foot traffic to their brick-and-mortar location.

### Products Utilized

Device ID

## RESULTS



183

Visits to the  
storefront



162

New Customers

## CHALLENGES

- The physical location of this storefront was not located in an area with major streets or foot traffic, so bringing in new customers was a hurdle.
- This Campaign was during the COVID-19 pandemic.

## STRATEGY & SOLUTIONS

- Using a Device ID strategy of targeting nearby businesses with similar customer demographics, the campaign messaging highlighted the storefront's key products and services with a call to action around various discounts for first time customers
- Even though many of the locations targeted were closed due to COVID, the campaign used a lookback window of six months, enabling device targeting long before foot traffic halted at those locations.
- Device ID campaigns remain highly effective because people are targeted where they are physically located after they've left competitors locations.