Big Box Retailer Case Study

How can you use connected data to effectively reach customers online? That is the question one big box retailer recently faced as they looked to shift their media spend from print to digital in order to reach a younger audience and drive more in-store sales.

Challenging the Status Quo with Digital Media

With stores across North America, the retailer spent the majority of its advertising budget on print FSIs, in-store promotions and in-store events. However, the effectiveness of the company's traditional media model was in decline so they looked to reach a new, younger audience. The company had recently introduced digital advertising into the mix, but it was difficult to prove the impact the digital programs were having on in-store sales. The retailer turned to Adaptive Audience to help them build out a customer-focused digital program with a clear approach to measuring offline sales results.

LiveRamp

adaptive audience
audience-based media & analytics

The Power of Connected Data

Adaptive Audience brought in its partner LiveRamp to onboard 1st party customer data into a number of marketing applications for offline sales measurement, ad targeting, and website personalization.

With customer data now connected across various marketing applications the retailer:

Improved Measurement
by performing digital channel mix attribution to prove which channels, tactics, and creative drove the highest in-store transactions

Improved Targeting
by targeting the retailers most profitable 1st party customer segments as well as by building lookalike models using 3rd party data sets.

Enhanced Personalization
by delivering relevant offers through dynamic creative ad banners, search ad copy, and fully personalized website experiences.

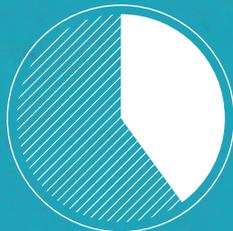# Activate, Optimize, and Maximize to Deliver Results

With the focus on using customer data to optimize digital marketing investments based on in-store sales impact, the program has delivered strong results.
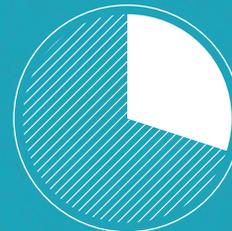
The retailer achieved:
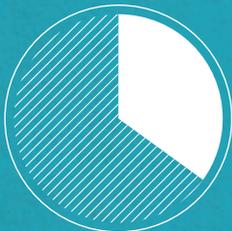
40% increase in conversion rates for in-store purchases

35% reduction in customer cost-per-acquisition (CPA)

30% increase in return on ad spend

> "Connecting the data was critical to achieving the goals for this retailer. Understanding the relationship between digital marketing and in-store sales helped us target a high-value customer segment effectively with personalized creative content. None of this would have been possible without LiveRamp.

— Brandon Bethea, *President, Adaptive Audience*

About LiveRamp

LiveRamp connects data across more than 90 digital marketing applications. By onboarding customer data into the measurement, targeting, and personalization applications developed by our partners, we help leading brands eliminate data silos and run more efficient marketing programs.