



Big Box Retailer Case Study

How do you evolve your business from a bricks-and-mortar shop focused on traditional media to one that effectively reaches 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.

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 personalisation.

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 Personalisation by delivering relevant offers through dynamic creative ad banners, search ad copy, and fully personalised website experiences.

"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 personalised creative content. None of this would have been possible without LiveRamp."

BRANDON BETHEA, PRESIDENT, ADAPTIVE AUDIENCE



adaptive audience
audience-based media & analytics

Activate, Optimise, and Maximise to Deliver Results

With the focus on using customer data to optimise digital marketing investments based on in-store sales impact, the program has delivered strong results.

The retailer achieved:



40% ↑

conversion rates for
in-store purchases



35% ↓

reduction in customer
cost-per-acquisition (CPA)



30% ↑

increase in return
on ad spend

About LiveRamp

LiveRamp connects data across more than 130 digital marketing applications. By onboarding customer data into the applications developed by our partners, we help leading brands eliminate data silos and run more efficient marketing programs.



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