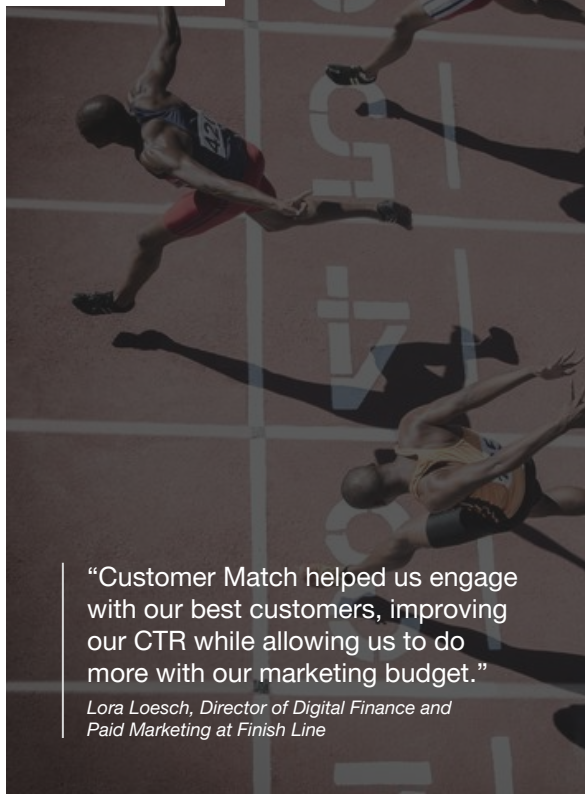


FINISH LINE



“Customer Match helped us engage with our best customers, improving our CTR while allowing us to do more with our marketing budget.”

Lora Loesch, Director of Digital Finance and Paid Marketing at Finish Line

Finish Line finds the right fit with LiveRamp Data Append for Customer Match

Looking to re-engage with customers who bought online and in-store, Finish Line turned to Data Append for Customer Match to increase clicks and reach.

 **2X** Increase in match rates

 **235%** Increase in CTR

 **70%** Higher ROAS

About Finish Line

- Finish Line is an American retail chain that sells footwear and apparel from premium brands such as Nike, Jordan, and Adidas both online and at its 1,100 retail locations.

Goals

- Finish Line wanted to re-engage with high-value customers online.
- The brand sought to increase online and in-store sales, as well as improve cost efficiency.
- Finish Line wanted to improve performance for both CTR and conversion volume.

Approach & Results

- Finish Line tested Data Append for Customer Match across its paid search and shopping campaigns.
- The brand was able to identify Customer Match segments containing customers who transacted online and in store.
- By using Data Append for Customer Match, Finish Line was able to extend their reach to even more customers
- The brand now plans to implement Customer Match across all of its accounts, including its marketing efforts on YouTube.