How did a clothing retailer target a very specific audience in large, highly populated metropolitan cities using digital advertising?

Goal
To increase awareness of a high-end clothing retailer among a discrete fashion-conscious audience in order to drive traffic to seven stores.

Strategy
MaxPoint optimized radius targeting around seven store locations as the campaign progressed to better reach the retailer's target audience. The target audience included men and women ages 22–45 with an interest in fashion and a household income of $75,000–$150,000.

Results
Customized radius targeting around the high-end clothing retailer led to multiple renewals at nearly four times the initial campaign spend. With MaxPoint, 89% waste was eliminated.

New York Targeted Campaign

- Traditional DMA Targeting
- MaxPoint Neighborhood Targeting
- Store Location(s)

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