

How did a national beauty retailer use digital advertising to generate awareness and drive visits to grand openings of new stores?

MAXPOINT SPOTLIGHT
National Beauty Retailer

Goal

Generate awareness of new retail store locations and drive visits and sales within the month of each grand opening.

Strategy

MaxPoint used its Digital Zip® technology to target women ages 25–54 with a household income of \$50,000–\$125,000. Ads ran on select websites in neighborhoods within a 15-mile radius of the new store locations.

Results

By using MaxPoint's hyperlocal digital advertising solution, the national beauty retailer was able to reduce advertising waste by 84% nationally.

Wichita Targeted Campaign

