

How did a national mass merchandiser use digital advertising to raise awareness and drive visits to the grand opening of its new health clinics?

MAXPOINT SPOTLIGHT
NATIONAL RETAILER

Goal

Increase awareness of new health clinics in select stores, and drive visits for summer camp physicals and back-to-school vaccinations in select markets.

Strategy

MaxPoint targeted neighborhoods that over-indexed for women with children ages 5–14 and for purchases of back-to-school products and summer camp items. Ads were shown only in neighborhoods within an eight-mile radius of stores with the new health clinics.

Results

The campaign's CTR significantly exceeded client benchmarks, and MaxPoint revealed that Digital Zips with a household income of \$60,000–\$80,000 and shoppers with bachelor's degrees were most likely to respond to the ads. The client renewed with MaxPoint for additional grand opening campaigns for other lines of business at more than three times the original campaign spend. With MaxPoint, 70% waste was eliminated.

Miami Targeted Campaign

