Specialty Retailer Measures the ROI of a New Marketing Event

THE CHALLENGE

A home furnishings retailer with more than 170 locations partnered with a design and home-improvement blog to host a series of in-store events. The retailer's goal was to expand their customer base and increase customer loyalty. Euclid was engaged to measure the effectiveness of these events.

THE SOLUTION

By installing Euclid sensors, the retailer was able to quantify customer acquisition, engagement, and retention across all stores hosting the events. Euclid measured New Visitors, Repeat Visitors, Duration, and Visit Frequency over six months to evaluate each event's performance against the retailer's marketing goals.

KEY FINDINGS

The events were a success.

- New shoppers were successfully attracted to events
- Highly loyal shoppers returned for events
- Event attendees shopped longer and came back sooner for their next visits
- Event attendees spent more when they returned than other repeat visitors

360° ROI

OUTCOMES

The retailer acquired 10% more new customers through the events and increased loyal customer traffic by 19%. On average, shoppers attending the events returned twice as fast. Event attendees also shopped over 75% longer and spent over 12% more than non-attendees. Given the positive ROI associated with these events, they decided to hold the events at all stores and make them a permanent fixture on the marketing calendar. Additionally, the retailer began using the same analysis to evaluate other marketing initiatives.

> "Our in-store events are a new marketing effort, and Euclid helps us to measure how these events contribute to our marketing goals and generate a return on our investment. With that information, we have become more effective at optimizing our marketing events."

+10% Increased new shopper acquisition	**+19%** Increased loyal shopper acquisition

New Events

2x Attendees returned faster	**+75%** Attendees shopped longer	**+12%** Attendees spent more per visit

Exhibit 1: Summary of the event's impact on customer acquisition and loyalty