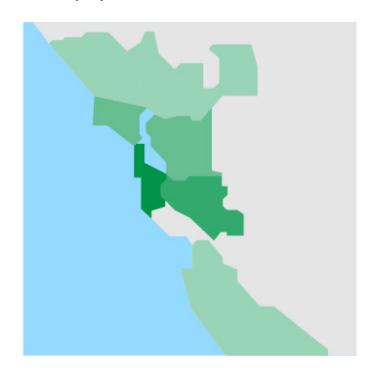# Euclid helps retailer determine highest value zip codes for ad targeting

A major national clothing retailer spent a significant amount of their marketing budget on bus and outdoor advertising to publicize sales and other promotions. Although they had relied on this marketing strategy for years, the retailer never had the ability to determine definitively which zip codes would be the most effective locations to reach their shoppers. Euclid gave them an answer.

The retailer's store operations and marketing teams rolled out Euclid sensors in 20 stores around the San Francisco Bay Area. After 4 months of data collection, Euclid showed the retailer an analysis of the geographic reach of each store location, enabling the retailer to see which zip codes had the highest and lowest density of shoppers that had previously visited that shop.

Armed with these insights, the retailer decided to focus their bus advertising spend on routes in high-density areas where their customers were most likely to see them. Euclid also identified instances where stores were drawing a large numbers of customers from a distant zip code, indicating opportunities for opening additional stores.

Based on the insights Euclid provided, the retailer decided to roll out Euclid sensors to an additional 100 stores to maximize the ROI of their bus advertising campaigns across the country. They will also use Euclid to measure the impact of these laser-targeted campaigns on visit frequency and customer loyalty.