



Case study





Loblaws is the #1 supermarket chain
in Canada with over 30 brand sites



It took marketing teams 2-3 weeks
to get a popup campaign on the site

On May 23 2018, at 6:59 pm, U [redacted] <[\[redacted\]@loblaw.ca](mailto:[redacted]@loblaw.ca)> wrote:

Actually Roman, this ticket will be resolved on 6th June release. I checked we've already fixed it in the code.

U




This required involvement from
development and product teams



Updates would be bundled and
rolled once a month



Implementing Signalayer took less
than 15 minutes



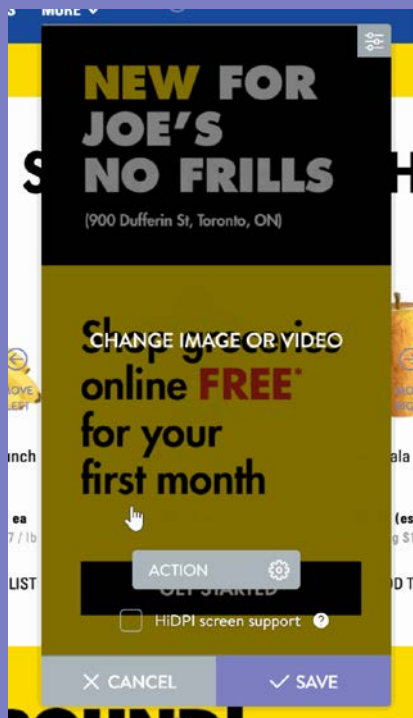
Marketing teams can create, edit
and publish pop up campaigns
instantly, without help from
developers



*“Signalayer gave us a lot more options
in targeting and experimenting with
popup campaigns”*

Jessica McLeod
Senior Product Marketing Specialist

Marketing team used several campaign types to inform visitors and offer promo discount



Container template was used to quickly to add a promo image / animation across multiple sites



Watch the video! Find out how easy it is to make Easter egg-cellent when you shop groceries online. Try shopping online FREE* for your first month with promo code HOPONLINE

Feedback

CLOSE

A Slideout was used to serve an explainer video for visitors in select locations

First time? Get FREE pickup for your first month. Use code **FREEMONTH** at checkout.

CLOSE



EASTER APPS

[SEE ALL](#) [GET STARTED \(8\)](#)

A Banner was used for returning visitors on certain pages

Campaigns were targeted based in visitor location, cookies and browser language

The screenshot displays a campaign configuration interface with four tabs: TRIGGERS, SEGMENTATION, SCHEDULING, and STYLING. The SEGMENTATION tab is active, showing options to target 'ALL USERS' or 'USER SEGMENT' (selected). Under 'USER SEGMENTATION', it specifies targeting 'ALL' of the following properties:

- COOKIE** (dropdown) `lcl_lang_pref` **EQUALS** (dropdown) `en` (text input) [help icon] [trash icon]
- AND**
- LOCATION** (dropdown) **IS NOT** (dropdown) **CANADA** (dropdown) **ALBERTA, BRITIS...** (dropdown) **ALL CITIES** (dropdown) [trash icon]

A dashed box labeled '+ ADD PROPERTY' is available for adding more criteria. A 'DONE' button with a checkmark is located at the bottom right.

Signalayer can help your marketing team

SCHEDULE A DEMO

OR CONTACT

Roman.Zadyrako@signalayer.com

+1 (415) 494 9723



Popup Marketing Platform for the Enterprise

<https://signalayer.com>