



RETAIL CASE STUDY: Demographic, Lifestyle and Behavioral Data Enhances Effectiveness of Hyper-Local Digital Campaign

THE CHALLENGE

Mattress World wanted to increase customer reach and store sales for their Northwest region, which includes 13 retail locations in Portland, Oregon. A hyper-targeted digital marketing campaign was launched to attract new shoppers with a special promotion.

THE SOLUTION

A customized audience included individuals within a 30-mile radius of each retail location with a household income of \$60,000+ and children in the home. Of this audience, only consumers who also expressed an interest in home furnishings, décor, and home improvement were targeted, which was based on individuals' unique mobile app activity, lifestyle and interests, online browsing searches, purchase behaviors and more. Mattress World sent a \$250 coupon to this customized audience in order to track redemption and sales.

THE RESULTS

An integrated marketing campaign was then launched through email, as well as mobile, desktop and display ads. By targeting the right audience and delivering a relevant full-service display campaign, Mattress World gained more than 300,000 impressions of its offer, which increased its sales and customer base.

ABOUT ACCUDATA

AccuData has delivered innovation for 25 years. Our industry-leading data resources, sophisticated analytics, and robust digital capabilities produce brag-worthy ROI for each of our clients. Our custom-fit marketing platforms, deep vendor partnerships and agency-like approach benefit single-unit startups, enterprise brands and everything in between. Forget Big Data. You need smart data that gives you the insight to delight.

300K
IMPRESSIONS

144
DIRECT AUDIENCE
MATCHES

We speak customer. Do you?