

Retailer Nets 10x Return on Ad Spend

Challenge

Associates at the retailer's stores are dedicated to creating a strong in-store experience. Therefore, the retailer wanted to re-engage customers who had not purchased recently so they again could enjoy the shopping experience.

Solution

Acxiom used the retailer's customer data and directly matched it with the publisher's data to serve online ads to 12 million previous customers who had not purchased from the brand in at least 18 months.

Results

The eight-week campaign generated \$2.59 million in incremental sales – a 58% increase in orders, with more than half of the sales in-store, the retailer's major goal.



\$2.5 Million+
in incremental sales

More than half of new
sales were in-store

ACXIOM

Case Study

Acxiom Data • Retail and CPG