



## Children's Organic Healthcare Products Company

### **BACKGROUND**

In the first quarter of 2017, ShopAdvisor worked with a children's organic healthcare product company to build awareness and consideration around 4 promoted products, as well as to drive foot traffic to select brick & mortar locations throughout several regions across the U.S. ShopAdvisor was tasked with providing a mobile proximity marketing campaign that included pre-targeting analysis, developing interactive creative, executing the digital advertisements, and driving foot traffic to selected locations.

### **OBJECTIVES**

- Drive awareness for promoted products during flu season
- Reach women who are ages 25-44 with kids in the home, college graduates, and HHI greater than \$75k+
- Start to develop the look & tone of the healthcare product company's brand for the future

# APPROACH

ShopAdvisor provided the client with the following:

- In-depth measurements for mobile-to-store marketing effectiveness in driving sales
- Targeted, hyper-local advertising throughout the campaign to stores with stock shelves
- Tracking the sales figures in promoted retailers as well as control stores in the same geographic locations.
- Delivering a post-campaign analysis which compared the test vs control stores to show effectiveness of campaign.

# RESULTS

Over the course of the 6 week campaign, ShopAdvisor delivered over **6.3 million impressions**.



**24,396 total clicks**

- 4,396 total Find Store
- 1,326 total Learn More

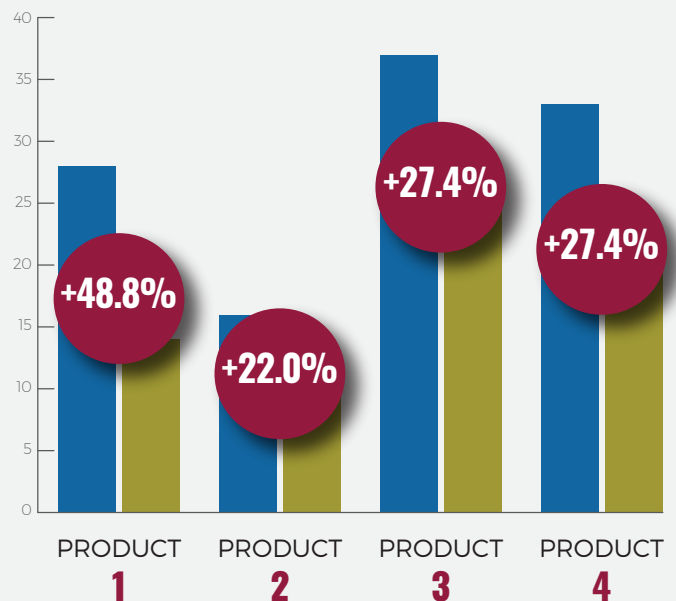
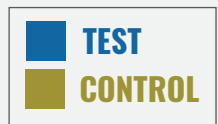
## KEY DEMOGRAPHICS

Income Level	Click %
\$75,000-\$99,999	10.98%
\$100,000-\$124,999	88.74%

Gender	Click %
Female	99.80%

Age Group	Click %
25-34	64.49%
34-44	99.80%

## SALES LIFT



TOTAL SALES LIFT

**32.3%**

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