



BACKGROUND

ShopAdvisor worked with a beauty product company to promote an all-natural line of skin care products. ShopAdvisor provided a one-stop solution by developing and executing localized branded digital advertisements and a custom microsite to increase in-store sales.

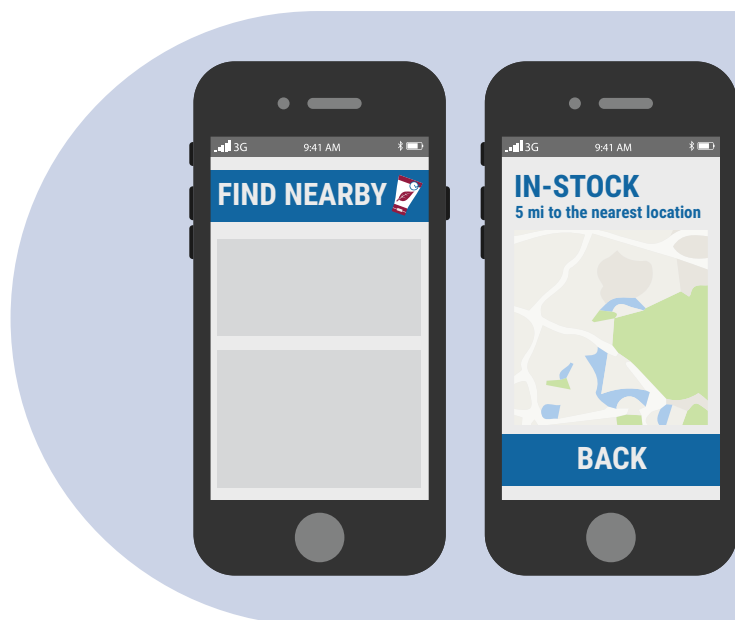
OBJECTIVES

- Engage with and educate consumers on the benefits of the company's skin care line.
- Drive in-store sales of the promoted product line.

APPROACH

ShopAdvisor provided a solution that included:

- Custom, rich media mobile creatives
- Implementation of product finder to direct online shoppers to the nearest retail location where products were available
- A custom microsite that showcased various product offerings



RESULTS



Average CTR of **0.81%** and as high as **1.28%**



Engagement rate of **2%** with visitors getting directions or calling the store