

# esquire advertising

## HYPER TARGETED MARKETING

### CASE STUDY: GEOFRAMING CAMPAIGN

#### THE BACKGROUND

An East Coast furniture and mattress retailer with 3 store locations wanted to capitalize on the most likely purchasers in any given month by identifying and serving ads to the most relevant audiences.

#### THE CHALLENGE

Esquire was tasked with identifying in-market consumers and serving them with digital ads to influence their purchase decision in favor of the client. This required capturing potential consumer Device IDs while they were active in the marketplace and advertising to this high value audience.

#### OUR APPROACH

Esquire's proprietary GeoFraming technology identifies devices in a given area with unprecedented accuracy, down to a single meter. In this case, the technology was used to target retail store locations in direct competition with our client. By specifically mapping the area of interest, we can identify any devices (smartphones, tablets, laptops) seen in a given location and then attribute a physical home address to those devices. Once the device has left the retail location, we continue to target them with digital web banner ads and Social Media ads wherever they go and across all of their devices. All of this is accomplished without the use of cookies. With GeoFraming, we are able to go back in time and capture devices for up to 6-months in the past.

#### PERFORMANCE STATISTICS

- RETURN ON AD SPEND (ROAS) FOR THIS CAMPAIGN WAS OVER 300:1
- 19% OF ALL HOMES SERVED CONVERTED
- GENERATED OVER \$570,000 DOLLARS IN INFLUENCED REVENUE
- AVERAGE TOTAL SALES PER MONTH INCREASED 28% AFTER ADDING THIS CAMPAIGN

#### ABOUT ESQUIRE

Through our proprietary approach of matching Device IDs to physical addresses, our clients are able to effectively target consumers and match their ad campaign directly to in-store sales. Our system is 100% cookie-free and it's one-of-a-kind approach connects online advertisements with real people at an unparalleled accuracy, eliminating ad fraud. We are the premier choice for digital advertising. For more information, visit [www.esquireadvertising.com](http://www.esquireadvertising.com).

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