

# ESQ CASE STUDY

## GEOFRAMING CAMPAIGN

STOP MARKETING BASED ON A GUESS. START MARKETING BASED ON THE DATA.



### THE BACKGROUND

A West Coast retailer with over 20 store locations wanted to determine the effectiveness of Esquire's advertising technology and proprietary audiences by selecting half of their locations for a test campaign.

### THE CHALLENGE

Esquire was tasked with identifying ideal audiences and serving them with digital ads to increase business during a challenging time in the economy. This required analyzing data and identifying significant opportunities to capitalize upon, and then comparing the results to the performance of non-test markets.

### 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 New Movers, Digital Neighbors, and In-Market Shoppers. By specifically mapping areas of interest, we can identify internet connected devices seen in a given location or household and attribute influence to in-store sales. Once a device has been identified as an ideal consumer, we continue to target them with Display, Social Media, and Video ads wherever they go and across all of their devices. 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. Esquire is able to track, analyze, and optimize consumer behavior to find meaningful and actionable data.

### PERFORMANCE STATISTICS

- **AVG SALES/MONTH: TEST LOCATIONS +50% HIGHER THAN NON-TEST COUNTERPARTS**
- **AVG TEMPUR-PEDIC SALES/MONTH: TEST LOCATIONS +200% HIGHER THAN NON-TEST COUNTERPARTS**
- **AVG PURPLE SALES/MONTH: TEST LOCATIONS +50% HIGHER THAN NON-TEST COUNTERPARTS**
- **OVERALL YOY STATS (2021 vs. 2022)**
  - *Presidents Day (No live campaign): +8%*
  - *Memorial Day (Test campaign live for ½ stores): +20%*
  - *July 4th (Full campaign live in all stores): +32%*

### ABOUT ESQUIRE

Through our proprietary approach of matching internet connected devices to physical addresses, our clients are able to effectively target consumers and match their ad campaign directly to in-store sales. The Esquire system is 100% cookie-free and connects to real people with unparalleled accuracy. We are the premier choice for digital advertising.

For more information, visit [www.esquireadvertising.com](http://www.esquireadvertising.com).

## QUESTIONS? CONTACT OUR ESQ TEAM FOR ALL YOUR MARKETING NEEDS!

**ERIC S. GRINDLEY**

[eric@esquireadvertising.com](mailto:eric@esquireadvertising.com)

**JARED PARIS**

[jared@esquireadvertising.com](mailto:jared@esquireadvertising.com)

**JAMIE GASTON**

[jamie@esquireadvertising.com](mailto:jamie@esquireadvertising.com)

**LAUREN STRONG**

[lauren@esquireadvertising.com](mailto:lauren@esquireadvertising.com)