

ESQ CASE STUDY



NEW MOVERS

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

THE BACKGROUND

A Southwest furniture and mattress retailer with 4 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 new movers in a market and building new customers for the store. This required connecting the store to new movers to an area within hours and advertising to this high value audience.

OUR APPROACH

Esquire's system has a live feed of data of new movers in a given area and serves ads to them within 24 hours of moving into a new location. 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 we spot the devices in the area, 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 new movers, we are able to target the audience group who are actively looking for new places to shop in the 30-day window before and after moving.

PERFORMANCE STATISTICS

- **AVERAGE RETURN ON AD SPEND (ROAS) FOR THIS AUDIENCE WAS OVER 275:1**
- **18% OF ALL HOMES SERVED CONVERTED**
- **INFLUENCED OVER \$6,000,000 DOLLARS IN REVENUE OVER THE LIFE OF THE CAMPAIGN**
- **MOVERS SPENT UP TO \$200 MORE PER HOUSEHOLD THAN OTHER AUDIENCES**

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

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

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