

ESQ CASE STUDY



RENT TO OWN RETAILER (2)

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

THE BACKGROUND

A multifaceted Rent-To-Own (RTO) retailer was seeking a better method to reach, advertise to, and grow business with new customers across five of its store locations. While they had a strong relationship with their current customers and high percentage of repeat shoppers, they aspired to reach more new potential customers.

THE CHALLENGE

Identifying the right demographic is key for successful RTO businesses. The retailer needed to focus on targeting the right people on the right platforms. To do that, they needed a trackable and customized plan to get insights on who was already shopping with them and reach new lifelong customers. They also needed to clearly display their value proposition within a market where shoppers remained loyal to one RTO provider.

Our top priorities, then, were to identify shoppers who've already shopped with RTO retailers, convert them to favor the retailer, persuade current clients to shop at the retailer's store sooner or more frequently, and find new customers who may not be in market yet.

THE APPROACH

Esquire's proprietary GeoFraming technology identifies devices in a given area with unprecedented accuracy, down to a single meter. By specifically mapping the area of interest, we identify any devices (smartphones, tablets, laptops) seen in a location and attribute them to a physical home address.

Our campaign was used to target a few different audiences that would most likely result in growth of the retailer's ideal customers; Friends & Family of current customers, Neighbors of current customers, and In-Market Shoppers at relevant points of interest. These audiences were served digital ads across social media and display websites that were tailored to speak directly to and persuade them to use the retailer. Households in the audiences were served ads approximately one to three times per day for as long as they remained in the audience; an average of 45 days. Throughout the campaign, we analyzed the retailer's sales data monthly to determine which of their new customers were served our ads before their purchase. Those results were used monthly to optimize the audience and find new, likely to shop customers.

PERFORMANCE STATISTICS

- **First full month Return on Ad Spend (ROAS) 126:1**
- **The campaign influenced approximately 50% of all transactions**
- **The average CTR for this campaign so far is X**

QUESTIONS? CONTACT ESQ FOR ALL YOUR MARKETING NEEDS!

For more information, visit esquireadvertising.com or email hello@esqads.com

ESQ CASE STUDY



RENT TO OWN RETAILER (2)

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

THE BACKGROUND

A multifaceted Rent-To-Own (RTO) retailer is seeking a better method to reach, advertise to, and grow business with new customers across five of its store locations. While they have a strong relationship with their current customers and high percentage of repeat customers, they aspire to reach more new potential customers.

THE CHALLENGE

Identifying the right demographic is key for successful RTO businesses. The retailer needs to focus on targeting the right people on the right platforms. To do that, they need a trackable and customized plan to get insights on who is already shopping with them and reach new lifelong customers. They also need to clearly display their value proposition within a market where shoppers remain loyal to one RTO provider.

Our top priorities are identifying shoppers who already shop with RTO retailers, converting them to favor the retailer, persuade current customers to shop at the retailer's store sooner or more frequently, and find new customers who may not be in market yet.

THE APPROACH

Esquire's proprietary GeoFraming technology identifies devices in a given area with unprecedented accuracy, down to a single meter. By specifically mapping the area of interest, we identify any devices (smartphones, tablets, laptops) seen in a location and attribute them to a physical home address.

The retailer's campaign is currently targeting several audiences that are most likely going to grow their ideal customer base; Friends & Family of current customers, Neighbors of current customers, and In-Market Shoppers at relevant points of interest. These audiences are receiving digital ads on social media and display websites. These ads are tailored to speak directly to ideal customers and persuade them to use the retailer. Households in the audiences are being served ads approximately one to three times per day for as long as they remain in an audience; an average of 45 days. Throughout the campaign, we'll continue to analyze the retailer's sales data monthly to determine which of their new customers have been served our ads. These results help optimize the audiences and find new customers.

PERFORMANCE STATISTICS

- **First full month Return on Ad Spend (ROAS) 126:1**
- **Current campaign has influenced approximately 50% of all transactions**
- **The average CTR for this campaign so far is .17% (Compared to a national CTR of .07%)**
 - **Wondering why this CTR seems low? Ask us today!**

QUESTIONS? CONTACT ESQ FOR ALL YOUR MARKETING NEEDS!

For more information, visit esquireadvertising.com or email hello@esqads.com