

centro

BEAUTY RETAILER GOES DIGITAL TO DRIVE IN-STORE VISITS



CENTRO ACHIEVES

+300%

INCREASE
IN-STORE VISITS

OPPORTUNITY

When you are a specialty retailer and distributor of professional beauty supplies with more than 5,000 stores worldwide, a small bump in store sales can represent a large chunk of revenue. When the company decided to launch a national digital campaign to drive off-line sales and in-store traffic, it turned to Centro.

CHALLENGES

Our solution had to meet three key challenges:

1. track in-store lift & sales
2. reach new & existing customers
3. report on multiple KPIs

SOLUTION

The Centro media services team took a strategic approach while leveraging our owned & operated tech, Basis to generate better outcomes. The team utilized several cross-platform partnerships to drive awareness, cultivate consideration, and close the loop from ad exposure to visit and purchase.

Campaign parameters included target audiences of existing plus “look-alike” customers as well as KPIs of positive Return-on-investment and an increased click-through-rate.

We also created a custom dashboard to monitor, optimize, and show success in an easy-to-digest format.

RESULTS

The client now has the ability to place retargeting and sales pixels, which has further increased real-time sales optimization opportunities to leverage its online audience, drive customer purchase intent, and impact in-store revenue.

CONTACT YOUR CENTRO ACCOUNT LEAD
OR INFO@CENTRO.NET FOR MORE INFORMATION.

CAMPAIGN
PERFORMANCE

+300%

INCREASE
IN- STORE VISITS

1.54%

CLICK-THROUGH RATE

\$0.75

COST-PER-CLICK

