

AdMessenger Delivers Greater CTR and Impressions

Campaign increases Ashley Furniture's revenue during its summer sales period



THE CHALLENGE

Ashley Furniture needed to quickly improve floor traffic and increase revenue before the Labor Day 2018 sales period on Long Island, NY.



THE APPROACH

a4 created an effective ad campaign for the company's July Sale/Semi-Annual Friends and Family Sale utilizing AdMessenger, its newly acquired Zapp360 product.

TV advertising was not included because of low floor traffic and sales, so a4 wanted to see if adding digital alone would meet Ashley Furniture's expectation of increased web traffic. They developed a digital campaign that needed to meet a target CPM within a certain amount of spend. The goal was to deliver at least 2 million impressions in 30 days and they had to determine what level of spend was necessary in order to be able to see results in a struggling market with no TV to back up the message.

AdMessenger was aired from mid-July to mid-August with the goal of accelerating the buying process and enticing shoppers to visit stores and the website early, rather than waiting for Labor Day.



THE RESULTS

The campaign delivered **2M** impressions across the target area in the 30 day period.

There were **24K** clicks and a **1.19%** click-through rate. There were **260,375** viewed minutes of the retailer's message to the target audience and **2,774** verified client acquisitions (a combination of in-store and website). There was **\$5.41** per client acquisition (the target range was between \$1.50 and \$15).

The campaign with AdMessenger created more views and foot traffic, which resulted in increased revenue during the Ashley Furniture's sales period.

2M Impressions **24K** Clicks

1.19% CTR

