

Multi-Location Furniture Retailer

CASE STUDY

A multi-location furniture retailer with a strong presence in Ottawa and Kingston wanted to enhance their marketing strategy and scale their operations. To achieve this, they partnered with Postmedia to optimize their digital campaigns, specifically leveraging Google Ads, and integrating their HubSpot CRM system for better lead tracking and sales opportunities. Postmedia's expertise enabled the retailer to refine their approach and drive more impactful results.



STRATEGY

The client aimed to scale their digital efforts by leveraging Postmedia's advanced solutions to drive leads and in-store purchases through targeted campaigns.

Key Solutions

Google Ads (Paid Search):

- Focused on driving high-intent traffic, promoting key offers such as flyer downloads and production information, optimizing for conversions.

Meta Ads (Paid Social):

- Engaged a broader audience, enhanced brand visibility, and generated leads for higher-ticket items.

Postmedia's CRM Integration:

- Integrated the client's HubSpot CRM with the marketing funnel, enabling the use of first-party data and tracking leads from engagement to in-store purchases.

Postmedia Smart Targeting:

- Utilized Postmedia's advanced targeting to reach relevant audiences across multiple touchpoints, ensuring efficient use of ad spend.

RESULTS

By implementing a targeted Google Ads strategy, the retailer achieved a 21x ROI, driving high-intent traffic and boosting in-store sales. Meta Ads delivered a 12x ROI, enhancing brand-visibility and contributing to increased purchases.

+2,138%

GOOGLE ADS
21x return on investment
ROI on Paid Search

+1,234%

META ADS
12x return on investment
ROI on Paid Social