

Sport & Recreation Retailer

CASE STUDY

One of Canada's largest specialty running store chains, known for offering top brand-name running shoes and apparel, wanted to drive awareness and traffic to both their website and physical stores as they prepared to reopen in select provinces. They partnered with Postmedia Solutions to help achieve these goals.



STRATEGY

Postmedia's team conducted a thorough needs assessment to help improve online and in-store sales performance, focusing on increasing conversions and lowering cost per purchase. A tailored programmatic display campaign was designed with consideration of the various stages of the customer journey. The strategy included targeted creatives for different buyer stages, from site visitors and cart abandoners to past purchasers.

Key Solutions

- **Programmatic Display Campaign:** Precision targeting, including competitor and lookalike audiences.
- **Retargeting:** Focused on re-engaging users who had previously interacted.
- **Custom Creatives:** Tailored to appeal to buyers at various stages of the funnel.

RESULTS

Through ongoing campaign optimization and real-time insights, the brand saw significant improvements in conversions and cost efficiency. Over six months, the campaign delivered a substantial increase in purchase conversions while reducing the cost per purchase.

11x

INCREASE IN PURCHASE
CONVERSIONS
(508 vs 5,762 conversions in
6 months)

47%

DECREASE IN COST
PER PURCHASE
(\$19.68 vs \$10.41)

\$205K

ROAS
(Return on ad spent)