

Awareness for Furniture Retailer

CASE STUDY

A well-known furniture retailer wanted to increase awareness of their big sales events while also driving more online engagement and foot traffic to their stores.

STRATEGY

Postmedia crafted a comprehensive multi-channel marketing strategy to engage prospective customers at every stage of their buying journey, using engaging video assets to enhance visibility.

Key Solutions

Short Form Video Ads (6 & 15 seconds):

- Used across platforms to boost awareness of sales events and align with promotions.

Demand Gen:

- Focused on upper-funnel prospecting to increase awareness and nurture new audiences.

Display Remarketing:

- Re-engaged high-intent users with targeted messaging.

Performance Max Local:

- Used geo-targeting to attract customers near store locations and drive in-store traffic.



RESULTS

Postmedia's omnichannel strategy delivered impressive results across various digital platforms. Our strategy delivered over 16 million local impressions through PMax and over 6,000 conversions, while display marketing achieved an impressive 11.21% conversion rate. These efforts strengthened the retailer's connection with their audience, resulting in increased conversions and foot traffic.

16M+

PMAX LOCAL IMPRESSIONS

404K+

VIDEO VIEWS

\$5.45

PMAX LOCAL CPA

6K+

PMAX LOCAL CONVERSIONS

11.21%

DISPLAY REMARKETING
CONVERSION RATE

\$0.019

COST PER VIEW