

## Case Study

### Lifestyle Shoes Store Chain

Presented with the challenges of a tough retail environment in 2016, the challenge to increase sales and revenue, as well as to retain and acquire customer base was becoming increasingly taxing, taking into consideration the stiff competition among industry players.

Retail brands began to explore new channels to market their brands and products more effectively and achieve a wider exposure in both their existing and potential customers.

One such esteemed lifestyle footwear brand came on board our retail solution platform. We tailored and implemented a targeted marketing campaign in participation of five of their outlets for a period of three months and the results of this collaboration was very successful.



#### GOAL

Increase footfall and subsequently increase sales significantly in a short span of time with targeted and segmented digital presence

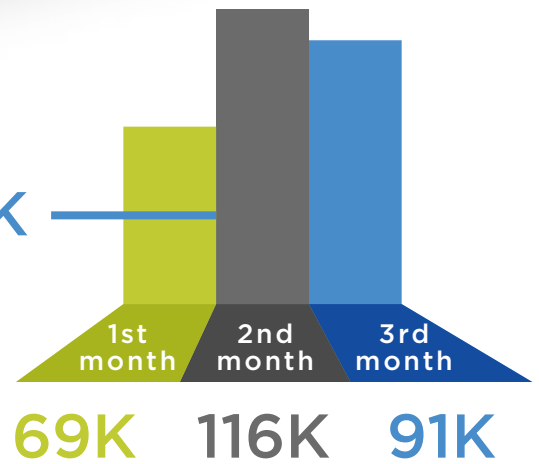
# ADVERTISING CAMPAIGN RESULTS

The brand ran a location based campaign with a redeemable discount voucher via a mobile app advertising channel to boost sales.

During the 3 months campaign, the brand saw significant results and increased customer loyalty.

The ROI of the campaign was achieved successfully at the end of the 16th day

ROI 36K



VOUCHER VALUE

RM 50



REDEEMED VOUCHERS

720



TOTAL SALES

RM 276,852.90