

DIGITAL CASE STUDY: LAUNCHING A PRODUCT IN-STORE

THE CLIENT

All-Natural Wellness Brand

THE SITUATION

A successful e-commerce brand was making the leap into physical retail with a national drug retailer. Getting on shelf was just the beginning, now they needed to stay there. To do that, they needed shoppers, fast!

THE STRATEGY

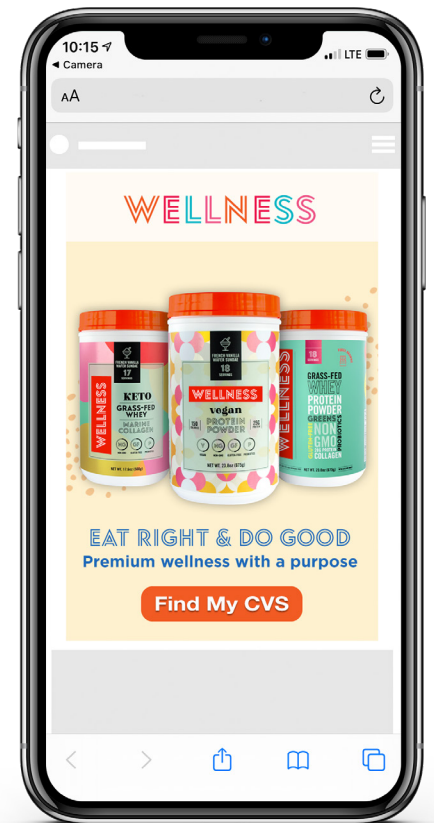
Success online meant the brand had a great understanding of their core shopper. Insignia's job was to find these prospective customers and drive them to action in-store. Interests in specialty supplements, fitness & healthy living formed the cornerstone of the target demographic. The mission was simple, get customers in store.

The brand experience was brought to life with a mix of static and rich creatives, each deployed thoughtfully to achieve maximum traffic. Carefully considering audience location when developing the campaign, Insignia's focus was to catch both shoppers in the "planning" phase and the "impulse" shopper. A net was cast with a 10-mile radius around each store augmented by a smaller net to capture shoppers who were already within 500 meters of stores.

THE RESULTS + INSIGHTS

The attention given to audience and location drove excellent engagement, with CTR reaching 2.38%. Engagement led to action, with foot traffic uplift hitting 23.5%, exceeding benchmarks.

Happy Brand. Happy Retailer. Happy Success. That's Insignia.



6MM
IMPRESSIONS 

.49% 
CLICK-THROUGH RATE

4,666 
INCREMENTAL STORE VISITS