

ESQ CASE STUDY



DIGITAL NEIGHBORS

STOP MARKETING BASED ON A GUESS. START MARKETING BASED ON THE DATA.

THE BACKGROUND

A Southeastern mattress retailer with 2 store locations wanted to capitalize on the most likely purchasers in any given month by identifying and serving ads to the most relevant audiences.

THE CHALLENGE

Esquire was tasked with identifying digital neighbors in a market and building a demographically similar audience to this retailer's current customer base. This required identifying the physical neighbors of this store's past customers and serving digital ads to this high value audience.

OUR APPROACH

Esquire's mapping and iDent Targeting Technology identify digital neighbors of the past customers in a given area. The algorithm will identify the home addresses and all internet connected devices belonging to the neighbors within the line of site of the past customers' households. We derive street addresses and zip codes of the existing customers for the last 30, 60, or 90 days and run it through our system. By taking the addresses, we can serve digital ads to their physical neighbors. With digital neighbors, we are able to target the audience group who might be interested in the store's products.

PERFORMANCE STATISTICS

- **AVERAGE RETURN ON AD SPEND (ROAS) FOR THIS AUDIENCE WAS OVER 100:1**
- **OVER 40% INCREASE IN INFLUENCE OVER THE LIFE OF THE CAMPAIGN**
- **INFLUENCED OVER \$750,000 DOLLARS IN REVENUE OVER THE LIFE OF THE CAMPAIGN**
- **DIGITAL NEIGHBORS SPENT OVER 50% MORE THAN OTHER AUDIENCES**

ABOUT ESQUIRE

Through our proprietary approach of matching Device IDs to physical addresses, our clients are able to effectively target consumers and match their ad campaign directly to in-store sales. Our system is 100% cookie-free and it's one-of-a-kind approach connects online advertisements with real people at an unparalleled accuracy, eliminating ad fraud. We are the premier choice for digital advertising.

For more information, visit www.esquireadvertising.com

QUESTIONS? CONTACT OUR ESQ TEAM FOR ALL YOUR MARKETING NEEDS!

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