

ESQ CASE STUDY



RENT TO OWN RETAILER

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

THE BACKGROUND

A multifaceted retailer selling Rent-To-Own (RTO) products including furniture, mattresses, appliances, electronics was seeking a better method to reach, advertise to, and grow business with new customers across its 13 store locations. While the retailer had a strong relationship with their current customers and high percentage of repeat shoppers, they aspired to reach more new potential customers.

THE CHALLENGE

Identifying the right demographic is key for successful RTO businesses. The retailer needed to focus on targeting the right people on the right platforms. To do that, they needed a trackable and customized plan to get insights on who was already shopping with them and reach new lifelong customers. They also needed to clearly display their value proposition within a market where shoppers remained loyal to one RTO provider. Our top priorities, then, were to identify shoppers who already shopped with RTO retailers, convert them to favor our client, persuade current clients to shop at our client's store sooner or more frequently, and find new customers who may not be in market yet.

THE APPROACH

Esquire's proprietary GeoFraming technology identifies devices in a given area with unprecedented accuracy, down to a single meter. By specifically mapping the area of interest, we identify any devices (smartphones, tablets, laptops) seen in a location and attribute them to a physical home address.

Our technology was used to create a profile of the RTO client's current customer. The retailer's active customers' profiles, device observations, and sales analysis were used to form an additional demographic profile of the ideal shopper. We used a combination of online and offline data. Then we identified individuals in the market who matched those demographics, removed those who already purchased from the retailer, and focused on new client acquisition. This audience was served digital ads across social media and display websites that were tailored to speak directly to them and persuade them to use the retailer. They were served the ads approximately 1 - 3 times per day for as long as they remained in the audience, an average of 45 days. Throughout the campaign, we analyzed the retailer's sales data monthly to determine which of their new customers were served our ads in the days leading up to their purchase.

PERFORMANCE STATISTICS

- **TOTAL STORE SALES FROM NEW CUSTOMERS INCREASED 185% OVER THE COURSE OF THE CAMPAIGN**
- **THE % OF SALES FROM NEW CUSTOMERS INCREASED EACH MONTH**
- **ESQUIRE CONSISTENTLY INFLUENCED BETWEEN 40 - 50% OF NEW SALES EACH MONTH**
- **THE AVERAGE RETURN ON AD SPEND BY NEW CUSTOMERS WAS 18:1**
- **NEW CUSTOMERS SPENT APPROXIMATELY 10% MORE IN STORE THAN RETURNING CUSTOMERS**

QUESTIONS? CONTACT ESQ FOR ALL YOUR MARKETING NEEDS!

For more information, visit esquireadvertising.com or email hello@esqads.com

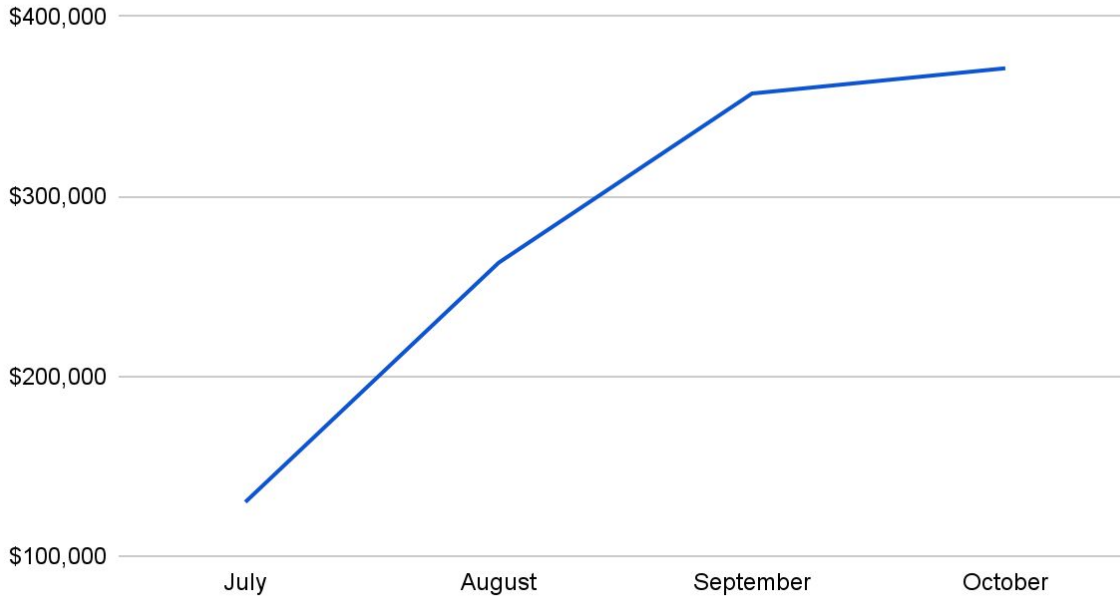
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TRADE SHOW CAMPAIGN

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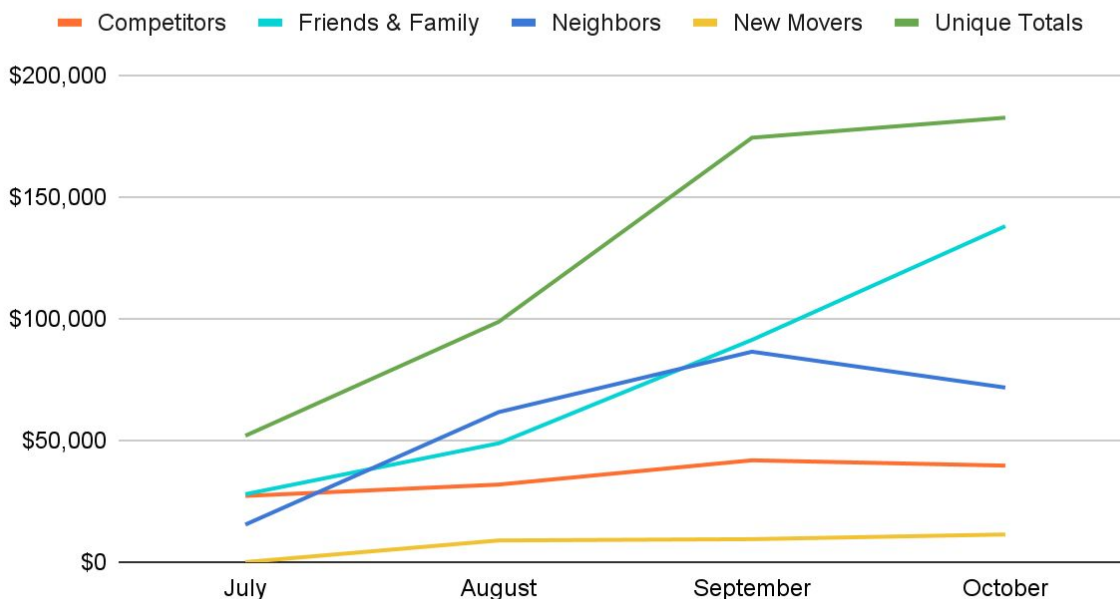
TOTAL SALES - NEW CUSTOMERS



INSIGHT

Total in-store sales by new customers over the course of the campaign increased 185%. There is consistent growth in sales from new customers month over month.

INFLUENCED SALES - NEW CUSTOMERS



INSIGHT

Influenced in-store sales by new customers (customers who were served ads, then purchased) increased by 252%, shown here in green. Influenced purchases by new customers in each audience category are also shown.