

Winter Sales : How to Boost In-Store Sales Using a Drive-To-Store Campaign

Advertiser



Marketing Platform



Operation



"Guerilla" national Drive-to-Store campaign
Winter sales : January 27 – February 8, 2022

Challenge

BUT is a leader in France's home goods sector. The brand offers various products of interest to a variety of consumer profiles spanning categories such as home furnishings, decor, household appliances, and DIY.

The brand's media strategy relies on a certain number of traditional communication channels, including radio, television, and billboards. During peak times, it can be beneficial to supplement the brand's marketing plan by integrating complementary communication channels. Advertisers use these key times to introduce innovative strategies to boost sales and gain market share.

For their 2022 winter sales, the brand reached out to Near to implement a "Drive-to-Store" campaign to advertise their promotions and increase traffic in all their stores.

"Drive-to-Store" Solution

Step 1: Define a general target

The Drive-to-Store strategy allows brands to personalize their messaging from an ultra-local to national level. During peak times, like their nationwide winter sales event, the goal was to deliver messaging to a wide and general audience of profiles ranging from 20 to 55 years old. This "mainstream" marketing plan was designed to generate a maximum number of conversions for BUT's more than 300 stores.

Using machine learning and data from previous campaigns run with the group, Near made use of its proprietary DSP algorithm to access consumer behavior data. Near teams were then able to more easily identify consumers interested in BUT's products, which allowed them to identify a lookalike audience appropriate for the brand.

Step 2: Be visible to better reach the identified target

In order to better meet BUT's large-scale communication needs, Near implemented a nationwide, cross-device (desktop, mobile, and tablet) strategy.

Cross-device marketing offers many benefits, including:



Understanding where your prospects are coming from :

online campaigns provide a better understanding of where distribution channels fit within the customer journey and of the sources of in-store prospect conversions (displays, social media, email, etc.)



Increasing campaign reach :

a multi-device distribution strategy allows advertisers to significantly increase the number of users exposed to each campaign, therefore improving its performance.

Content advertising the brand's promotions was displayed on numerous local and national websites and applications and in various formats, including:



Using different messaging formats allowed for optimal exposure adapted to best suit different types of applications, websites, and devices.

Step 3: Engage and convert

After having met the challenges of creating a massive, nationwide distribution plan, it was important to examine the factors that generate user interest and engagement for the products being promoted.

The message

With sales come interesting promotions!

Choosing which information to highlight is essential, whether you choose to highlight discounts, the products themselves, or the deadline for taking advantage of the sale. Content that highlights key information, including promo codes, allows users to plan their next shopping trip.

The implementation

In order to generate more interest in the brand's products, Near also integrated CTAs within the content that invited users to visit their nearest BUT point of sale.

This functionality was adapted to suit the content's creative design and was based on areas where exposed users live and work. This effective tool allowed users to quickly take advantage of in-store promotions.

In the end, the dynamic and impactful content promoted engagement among exposed users and proved its worth as a tool for optimizing performance.



Results



Prospects reached:
**between 5.3 and
6.6 million**



CPV : **€1.1**



ROI : **x5.2**

Testimonial

Our sales event generates major traffic. For operational purposes, BUT wanted to develop its digital communications strategy in order to further increase traffic at its points of sale and multiply its points of contact. The plan created by Near allowed us to target existing BUT customers, customers of competitors in the home goods sector, and prospective customers to optimize the efficiency of our campaign. At the same time, we were also able to advertise promotions only available online at But.fr.



Have any questions ?
Get in touch with customer
support at contact-fr@near.com



About Near

Near, the world's largest source of intelligence on People, Places, and Products, is the global leader in Data Intelligence empowering organizations of all sizes to make smart, strategic decisions delivering optimal business performance. Our platform unites the Marketers and Operational data leaders by providing the most accurate, reliable source of data. Our transparent, privacy-led approach means you will never doubt our authenticity.

We are determined to provide actionable insights as we work relentlessly to shape, build, and maintain the world's largest source of intelligence on People, Places, and Products in both the physical and digital space.

Ultimately, our vision is to inspire the world to make better decisions. And, to inspire ourselves to deliver the most trusted, privacy-led source of intelligence on People, Places, and Products.