

# Beauty Retailer Goes Digital to Drive In-Store Visits

Basis Technologies achieves +300% increase for in-store visits

## OPPORTUNITY

- When you are a specialty retailer and distributor of professional beauty supplies with more than 5,000 stores worldwide, a small bump in store sales can represent a large chunk of revenue. When the company decided to launch a national digital campaign to drive off-line sales and in-store traffic, it turned to Basis Technologies.

## SOLUTION

- The media strategy & activation team took a strategic approach while leveraging our owned & operated tech, Basis to generate better outcomes. The team utilized several cross-platform partnerships to drive awareness, cultivate consideration, and close the loop from ad exposure to visit and purchase.
- Campaign parameters included target audiences of existing plus “look-alike” customers as well as KPIs of positive Return-on-investment and an increased click-through-rate.
- Custom dashboard were created to monitor, optimize, and show success in an easy-to-digest format.

## CHALLENGES

- Our solution had to meet three key challenges:
  1. track in-store lift & sales
  2. reach new & existing customers
  3. report on multiple KPIs

## RESULTS

- The client now has the ability to place retargeting and sales pixels, which has further increased real-time sales optimization opportunities to leverage its online audience, drive customer purchase intent, and impact in-store revenue.

Approach headline



MEDIA STRATEGY & ACTIVATION



FIRST-PARTY DATA & LOOK-ALIKE MODELING



CROSS-CHANNEL



RETARGETING

RESULTS

**+300%**

Increase In-Store Traffic

**1.54%**

Click-Through Rate

**\$0.75%**

Cost-Per-Click

Click to add text