CASE STUDY

20%

LIFT IN VISITS

By running effective mobile ads, we measured a 20% A/B lift in visitation to a key retailer selling AGEbeautiful hair color products.

EXECUTION

Audience Activation

Reach people...

...who were recently seen at a hair salon

...who purchase competitive hair care products

...who live in key DMAs where Zotos' products are sold

Creative Focus

Hair-color messaging with a $3-off promotion, featuring a dynamic store locator to find the closest brick-and-mortar location.
**DISCOVERIES**

**Demographics**
Visitors were most likely to be Hispanic females aged 35–54, earning $25–75k.

**Shopping Behavior**
They visit high value department and toy stores, frequenting Saks Off Fifth, Nordstrom Rack, Macy’s and Nordstrom.

**Purchase Data**
Value conscious but not DIYers, they’re seen at Dressbarn and DSW, over trendy brands like Urban Outfitters and Lululemon.

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**SUCCESS**

“Working with Media Horizons and PlaceIQ gave us insight to better understand our target audience, how to reach them and grow stronger. Additionally, it increased awareness, in-store foot traffic and sales. The ROI from these campaigns is clear and helps to inform future campaigns to these goals.”

— **ELIZABETH KENNY**, Managing Director, Zotos Professional