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.
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.

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

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