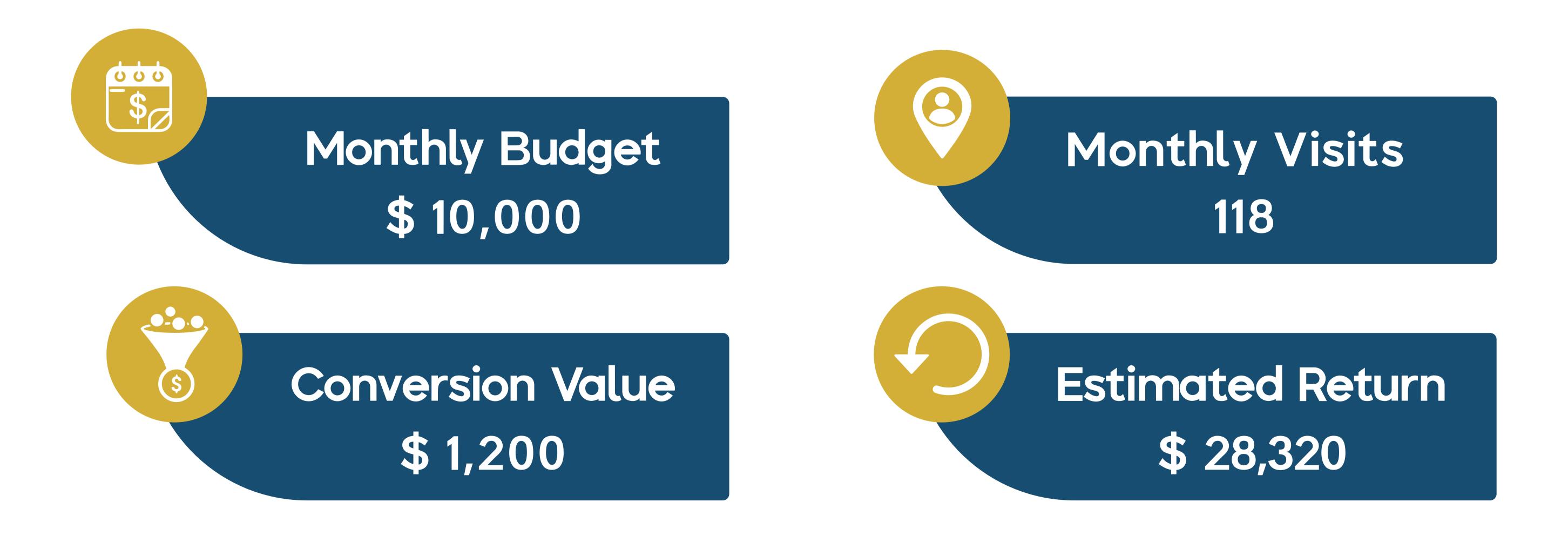


Scendro

A national mattress retailer wanted to generate more physical visits to their stores. They offered a free box spring promo with the sale of a mattress and wanted to get the word out to generate more foot traffic to their store.

Results

Our Digital Advertising Team identified people who lived close to their store locations and had recently visited a competitor location or had recently moved to serve them ads and influence store visits.



Assuming 1 in 5 (20%) store visits resulted in a sale and assuming the average price of a mattress is \$1,200.

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