

# DIGITAL ADVERTISING CASE STUDIES



## Mattress Retailer

### Local Ads



#### Scenario

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.



Monthly Budget  
\$ 10,000



Monthly Visits  
118



Conversion Value  
\$ 1,200



Estimated Return  
\$ 28,320

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

**Launch your Ad Campaign Today — Let's Grow Your Business!**  
**BOOK A FREE CONSULTATION TODAY!**

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