

Case Study | Regional Home Furnishing Company

Background

IP Targeting has developed a revolutionary digital targeting tool that focuses online advertising to households based on their Internet Protocol (IP) addresses. IP Targeting integrates off-line household information with IP data to produce extraordinarily effective targeting segments, which only contain qualified prospects, delivering the most relevant online advertising to a client's true audience and increasing revenue online and off.

Business Situation

IP Targeting's client, a regional home furnishing company, had an extensive list of past purchasers and wanted a more cost effective way to reach them.

Solution

After completing a discovery process, the client decided to launch an IP Targeting campaign that would complement other ongoing advertising efforts. IP Targeting built a one month IP Targeting Campaign to target past customers at one of the client's retail locations. The targeted customers' home addresses were provided from their CRM system. The campaign was centered around providing a time-limited discount via a printable coupon. IP Targeting's Analytics and Google Analytics were used to track campaign performance.

Measurable Client Results

Upon completion of the ad serving, IP Targeting worked with the customer to perform a differential match-back. This process compares the households that we targeted with households that we did not target, allowing us to determine the effectiveness of IP Targeting's advertising when other ad campaigns are present. IP Targeting targeted customers were 14% more likely to purchase and on average spent 4% more on their purchases. The campaign produced over \$30,000 in incremental revenue in 30 days.

