

CASE STUDY

Geotargeting Increases Zhou Nutrition's In-Store Sales by 27%

27%

Increase in in-store sales

\$0.78

Average cost-per-click

Strengthened

Relationship with Target

About Zhou

Zhou Nutrition is a supplements company committed to combining nature's nutrients with science-backed formulas, offering a line of clean supplements to support an active lifestyle.

The Problem

Zhou Nutrition's products were about to perform a geographic test-launch in Target. In order to show their worth to the retailer, Zhou Nutrition wanted to boost sales not only through e-commerce, but also in-store. Target, a digital campaign that can be challenging to track.

The Strategy

97th Floor targeted 430+ stores and created 160+ ad sets. As part of these ad sets, we targeted those individuals that lived or were recently in an area around the stores that Zhou's products were in. \$30,000 in ad spend was budgeted for these 433 locations meaning that each location only got \$4.62 in daily ad spend.

In addition to this geotargeting, we retargeted women who were on customer purchase lists we got from Zhou and we also created a lookalike audience from those lists.

As the campaigns were running, we further optimized them by identifying underperforming stores & locations, shutting off low performers, and re-allocating budget from low performers to top performing segments.

Results

These launched campaigns and optimizations resulted in week-over-week improvements in click-through rates and costs-per-click. Partnering with Zhou Nutrition's partner at Target, we were also able to track improvements in foot traffic and in-store sales at Target.

Zhou Nutrition's geo-targeted Target campaigns yielded profitable sales for Zhou Nutrition, while also leading to increases in non-Zhou Nutrition products, thus strengthening the relationship with Target.

