

Case study

Home furnishing retailer

Problem: Acquire new customers and retain existing customers

Solution: A data-driven, omnichannel engagement strategy in the digital, social and video advertising channels which enables the company to measure sales by providing Experian with their order IDs, which Experian can then match back to impressions served.

This client leveraged Experian's **OmniActivation Strategic Services media buying service**, with focus on display, Facebook, Instagram and YouTube advertising.

Results: The client's KPIs are measured on return on advertising spend (ROAS). In one month, we achieved 44:1. On a spend of \$116,087, the team drove \$5,064,643 in sales.

