

Case Study

Home Furnishings

Objective: Acquire and maintain customers to increase return on advertising spend from online sales of furniture.

Solution: Client leveraged Experian's OmniActivation Strategic Services data-driven, omnichannel engagement strategy in digital, social, and video advertising channels.

- Built custom audiences based on online behavior derived from Experian's consumer data. Analyzed and segmented their customer base, resulting in uniquely targeted and motivated prospects delivering high levels of return on ad spend.
- Adopted a retargeting strategy using a full-funnel programmatic approach to drive brand awareness and increase conversions.
- Utilizing Experian's match back process, we provided order IDs and impression data, enabling the client to attribute additional sales and revenue to Experian Marketing Services.

Results: In one month, our client achieved a return on ad spend of 67:1, driving over \$23,00,000 in sales. An increase in marketing investments produced results that exceeded expectations.

