

PETRAM DIGITAL

IN-STORE SALES

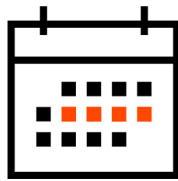
Campaign was for a brick and mortar retailer fashion store. Goal was to drive in-store sales. They have the ability to tie in store sales back to impressions using Liveramp, EPOS data and their rewards cards.

GOAL

\$35

CPA GOAL

OVERVIEW



1 MONTH CAMPAIGN



TEXAS ONLY



\$20K BUDGET

TARGETING



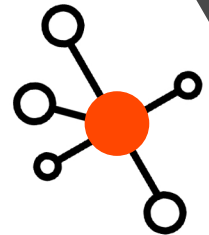
LUXURY SHOPPER



FASHIONISTAS

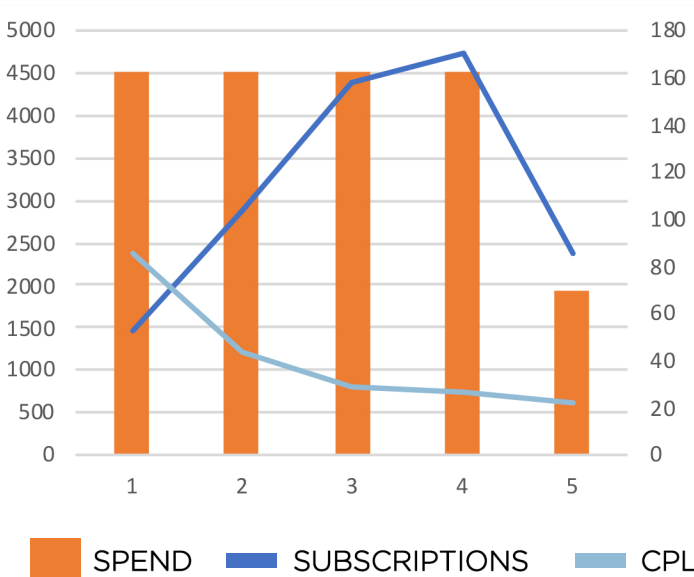


SHOPPERS



RON

RESULTS



SUBSCRIPTIONS



SPEND BY AUDIENCE



571

TOTAL IN STORE SALES

103%

ROI

\$30

CPA ACHIEVED