Chicago Wireless Provider:
Capturing Customers from a Key Competitor

A HUBBARD CHICAGO CASE STUDY

*Driving Sales and Growing Market Share with Hyper Focused Targeting*

SNAPSHOT

A wireless provider in Chicago was interested in increasing market share and reaching new customers, specifically clients of a target competitor. Hubbard Chicago's 2060 Digital combined micro-proximity display advertising and retargeting to meet their goals and give them valuable insights for future marketing success.

GOALS

The Chicago wireless provider was seeking to drive sales at their retail locations and lure customers from one specific competitor. Working with the digital brand strategists at 2060 Digital, they identified the following core objectives:

- Reach competitors' customers, those doing business and living near competitor locations.
- Use retargeting to reach prospective customers at home and other places they do business.
- Focus on African American/Hispanic consumers and include Spanish language creative.
- Drive sales and ultimately increase market share.
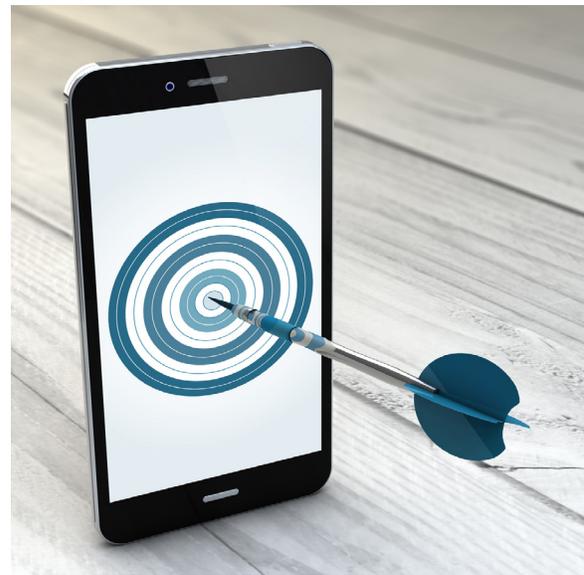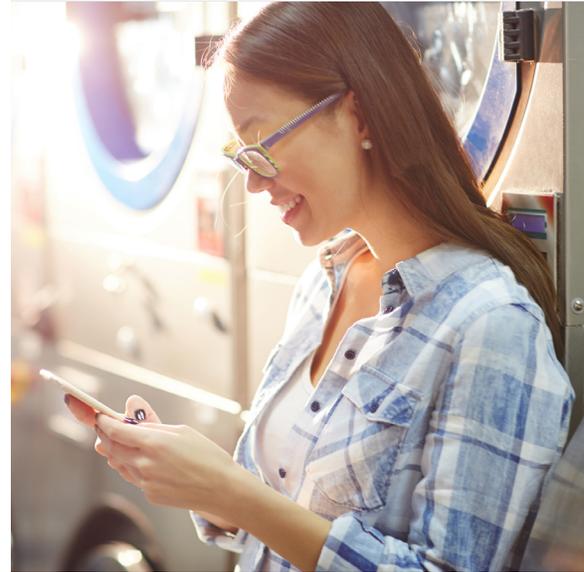
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THE MARKETING SOLUTION

We designed a campaign featuring geofencing—or micro-proximity display ads—to target users in real-time based on their location, and retargeting ads to reach prospective customers at homes and places of business.

This strategy involved blasting offers to prospective customers living or working near the client's retail stores and competitor locations. As part of our brainstorming discussions, the wireless provider also provided information on where their typical client does business, such as laundromats, currency exchanges, barbershops and beauty salons, and tax offices. This enabled us to incorporate IP targeting to those addresses.

RESULTS

The combination of geo-targeting, demographic targeting, and zoning in on competitor stores was key to success. The display and micro-proximity ad campaign resulted in a significant increase in sales coming from their targeted competitor. The wireless provider also gained insights to the zip codes that were strongest for them, as well as which types of businesses prospective customers shopped in.

INFORMATION:

Industry:
Telecommunications

Market: Chicago metro area

Campaign Dates:
February - June 2017

Target Audience:
18-49, HHI < $50,000, with an emphasis on African American/Hispanic consumers

Solutions Utilized:
Display and micro-proximity advertising via 2060 Digital

"We were able to not only drive sales by being hyper-focused on our own stores, but also target people while in our direct competitors' stores. We also liked the ability to hit our key customers in other places they do business."

- Chicago Wireless Provider

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