

Engaging Retail Buyers and Prospects with Personalized Video Messaging



**WE DELIVERED
8X RETURN
ON AD SPEND**

CAMPAIGN HIGHLIGHTS

8X ROAS

for every dollar in ad spend

3M

unique video viewers

284,000+

incremental site visitors

10,000

online order confirmations

CHALLENGE

A category leading specialty retailer wanted to move away from heavy spending on linear TV and radio and use more digital video. The brand was looking to target consumers directly through personalized video on desktop in order to drive in-store traffic and increase the share of shoppers within their category through various segments. To do this, they partnered with Eyeview and leveraged the effectiveness of online video to drive return on ad spend and quantify in-store metrics.

SOLUTION

Eyeview provided a tailored video solution advancing the retailer's messaging by showcasing the nearest store location, products and services available, including repairs, lessons and rentals. By leveraging consumer segments, Eyeview identified prospect audiences and served users a personalized creative based on their location. Eyeview tested and optimized each audience segment towards website visitation with focus on high-value site actions, such as store locator and order confirmation. Offline sales provided a measurable outcome to the effectiveness of the execution delivering over 8X return on ad spend.

CONSUMER IDENTIFICATION

Eyeview leveraged CRM data to segment audiences into current/active shoppers, lapsed buyers and new prospects. By infusing triggers based on consumer segments, location and retailer services, the solution targeted the right consumer.

1-TO-1 VIDEO

Eyeview's decisioning engine delivered personalized video variations showcasing relevant promotions and store maps on a hyper-local level, driving current buyers to buy more, lapsed buyers to buy again and prospects to purchase for the first time.

RESULTS MEASUREMENT

Eyeview delivered 8X return on ad spend. The lapsed customer segment outperformed recent/active buyers and prospects on post-impression site activity. The results were measured by Nielsen Buyer Insights through an exposed vs. baseline method.

