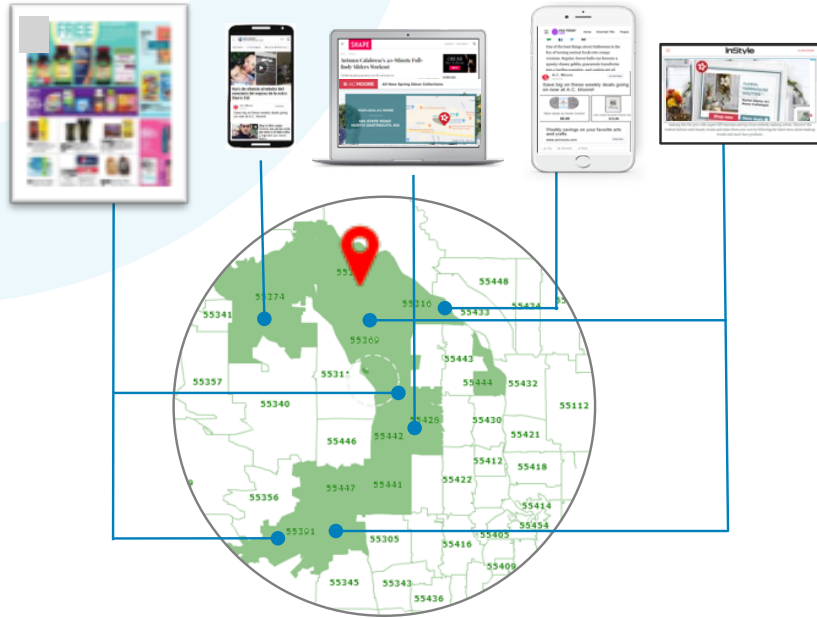


Mini case study: Driving foot traffic with hyper-local customization



Challenge

We needed to supplement the weekly print circular that was a staple of the Walgreens system, but diminishing in effectiveness.

Insight

Most digital campaigns miss the importance of geography. So we *started* with a proprietary analytical prioritization of highest sales response ZIP codes.

Strategy

We then “atomized” and digitized the weekly circular and turned it into thousands of individual ad units. We applied audience segmentation and dynamic creative at a ZIP level – so the beauty customer got the makeup ad at the best price in her neighborhood, the allergy sufferers got the nasal spray ads in the neighborhoods where allergy meds were selling well, and so on.

Results

Unparalleled EBIT ROI growth (as measured by 3rd party MMM)

