

LIQUOR STORE SEES OVER 100 NEW CUSTOMERS  
AFTER UTILIZING DEVICE ID + DISPLAY

## CLIENT

Local Liquor Store

## CAMPAIGN DATES

March 1st - March 17th 2019

## OBJECTIVE

This liquor store wanted to increase sales in store.

## CHALLENGE

With multiple competing liquor stores in the area, the advertiser wanted to drive foot traffic away from competitors and into their store.

## SOLUTION

We recommended Device ID to take advantage of the foot traffic report and drive brick and mortar traffic. In addition to Device ID, the advertiser placed a pixel on their website and was able to re-target consumers via display ads.



## RESULTS

**Our foot traffic attribution report showed over 100 people walked into their store in the month of March.**

## KEY FINDINGS

This liquor store saw a general uptick in foot traffic after running both display and device ID. **The foot traffic report also helped the advertiser to identify what days/times were driving the highest amount of traffic.**