

MEMORIAL DAY CAMPAIGN HELPS RETAIL STORE MOVE OLD AND NEW INVENTORY

CLIENT

Retail Store | Scooters & Motorbike

CAMPAIGN DATES

Memorial Day Campaign

OBJECTIVE

The goal was to sell older inventory and create room for new summer stock.

CHALLENGE

Scooter sales fluctuate quite drastically throughout the year so having well-timed ads and promotion is critical.

SOLUTION

We recommended the client use Programmatic Display to create awareness for their Memorial Day sale and effectively reach their target audience.



RESULTS

The advertiser moved a large portion of their old inventory in addition to selling quite a few new models. Two weeks after the clearance sale, the advertiser was still receiving calls about the sale.

KEY FINDINGS

Display campaigns, when leveraged correctly and timed well, can have a strong impact on businesses that rely heavily on seasonal sales.

Clearance sales are not always the right option but if utilized correctly, they can have a big effect on an advertiser's ROI.