National Home Furniture Retailer Achieves 26% Sales Lift with Commerce Signals Audiences

A national furniture store chain recently ran a programmatic display ad campaign to drive new and repeat customers to their stores. With Commerce Signals' Transaction-Based Audiences, they were able to reach highly targeted consumers based on past purchases, including:

- *High-value purchasers from 30 competitive furniture chains*

- *Previous customers who made high-value purchases*

- *People whose purchases indicate they have recently relocated*

REACH + ACCURACY + MEASUREMENT = EXCEPTIONAL RESULTS

Using specific personas from the retailer, Commerce Signals created custom Transaction-based Audiences from its best-in-class credit and debit purchase data. By targeting past buyers and competitive shoppers, the campaign was highly relevant and efficient, driving a 420% return on ad spend.

The agency also selected Commerce Signals to measure the sales impact of the campaign. By anonymously matching people who saw ads to their in-store and online purchases, Commerce Signals measured the retail sales lift as well as the campaign's impact on frequency, average ticket and new customers. These metrics were a first for the retailer and drove new consumer insights.

Commerce Signals' Transaction-Based Audiences—through reach, precision and eliminated waste—powered the campaign to drive an **overall 26% sales lift** for this national furniture retailer. If you'd like to achieve similar results, click on the link below.

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