

Online Clicks, Walk-In Conversions, Brand Awareness

CHALLENGE

With multiple locations in Bend, Pack Ship & More wanted to localize ads to certain neighborhoods to drive foot traffic from likely shoppers.

SOLUTION

We divided up Bend, Oregon into two targeting areas based on store location, so users were served ads from the store nearest them. Promotions included Free Mailbox Rentals, Holiday promos, \$5 off \$25 shipments, business account specials, and more.

RESULTS

Pack Ship & More was so pleased with the original results that in February they increased their ad budgets to include a third store location. Between three locations, we have served 423,536 impressions that have garnered 629 clicks for a .15 click thru rate – right on target! The digital ad campaigns have also led to a whopping 659 walk-in customers.

