

# Ace Hardware

## CASE STUDY



**DURATION:** 4 Weeks

**MARKETS:** Regional (Colorado, New Mexico, Wyoming)

### BACKGROUND

Ace Hardware was looking to drive in-store Holiday sales with coupon offers and contest entries.

### SOLUTION

Ace Hardware used LBA to target the areas immediately surrounding stores with Holiday themed offers and contest entries. Retargeting was used to continue to serve ads to people who had been near an Ace Hardware store.

### RESULTS

- Impressions: 2.4M served to 41 locations
- CTR: 0.22%
- Average win rate: 56.21%



GEOTARGETING



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