

# Mattress Sales

## CASE STUDY



### MATTRESS SALES

**DURATION:** Monthly repeating campaigns

**MARKETS:** San Antonio, Austin

### BACKGROUND

A mattress resale company was looking to drive visits to their store. They used a variety of different creatives for each month: a generic branded creative, Holiday creative, a coupon, and guarantee to match competitor pricing.



### SOLUTION

They chose to target a variety of competitors in the area, as well as using a local geo-fence around their own store advertising to anyone within a mile of the store. This combined with the creative strategy drove visits to both locations of their store.

### RESULTS

- Impressions: 2,088,856
- Clicks: 4,493
- CTR: 0.26%
- Visits: 1,482
- CPA: \$4.58



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