

Attracting Customers to a Boutique Perfumery Grand Opening



The Client



Industry: Shopping Centre

Location: North America

Product Suite:



Operating in key markets across the western hemisphere, a global shopping centre group representing over millions of square feet of commercial and retail assets aimed to assist a perfume brand retailer.

Overview

The shopping centre targeted an audience interested in the brand, as well as cosmetics shoppers, using data collected with Aislelabs Connect and Flow. This deepened relationships with shoppers, and enticed them to return to the shopping centre more frequently.

The Challenge

Grand openings are always a challenge for a new retailer. Driving as much footfall as possible to a brand new location is a demanding marketing obstacle since a new audience needs to be fostered.

A new boutique perfumery was holding a grand opening at one of the group's locations. The goal was to drive as much footfall to the grand opening as possible.

The Solution – Targeting the Right Customers

With Aislelabs Flow, individuals who had previously visited the shopping centre were identified. They were refined into visitors who had visited any cosmetics stores at the mall.

Aislelabs Connect was used to drill down into the segment and find customers who had also connected to the WiFi. Another micro-segment of personas who were specifically interested in the boutique perfume brand was also generated based on collected information using our progressive profiling system.

Using these hyper-targeted lists, a multichannel digital advertisement campaign and email campaign was initiated to have guests RSVP for the seven day grand opening. Flow and Connect were used to compare the campaign timeframe with the following seven days to complete the marketing loop and understand the ROI.

The Results

The targeted campaign successfully brought individuals to the perfume boutique retailer over a week period including the day of the Grand Opening.

- The campaign reached 120,000 individuals with nearly **310,000** impressions.
- Roughly **6,600** visits from people on the email list visited the shopping centre on the day of the Grand Opening.
- Over the course of the seven days, a total of **12,000** individuals from the email list visited the mall.
- Both the digital and email campaigns combined brought in a total estimated value of **\$48,000** over the period with an advertising budget of just \$5,000.



12k
Customer visits



\$48k
Revenue generated



310k
Campaign impressions

