



CASE STUDY....



PROJECT OVERVIEW

....

A leading furniture retailer with multiple locations across the Southeast, faced a growing challenge: increasing foot traffic to their physical stores. Facing competition from both traditional retailers and online-only furniture brands, they wanted to attract new customers while ensuring their digital marketing efforts translated into measurable in-store visits.

ThriveFuel Marketing developed a targeted approach using paid social ads, device ID tracking, and target audience public data to drive more customers through their doors and also track the impact of digital efforts on in-person visits.



THE CHALLENGE

With the rise of online shopping, this retailer faced growing pressure to bring customers into their physical stores. Competing against both direct retail competitors and digital-first brands, they needed a strategy that would not only increase overall foot traffic but also attract first-time visitors. Additionally, they sought a way to track in-store visits resulting from digital campaigns, providing clear attribution and insight into customer behavior

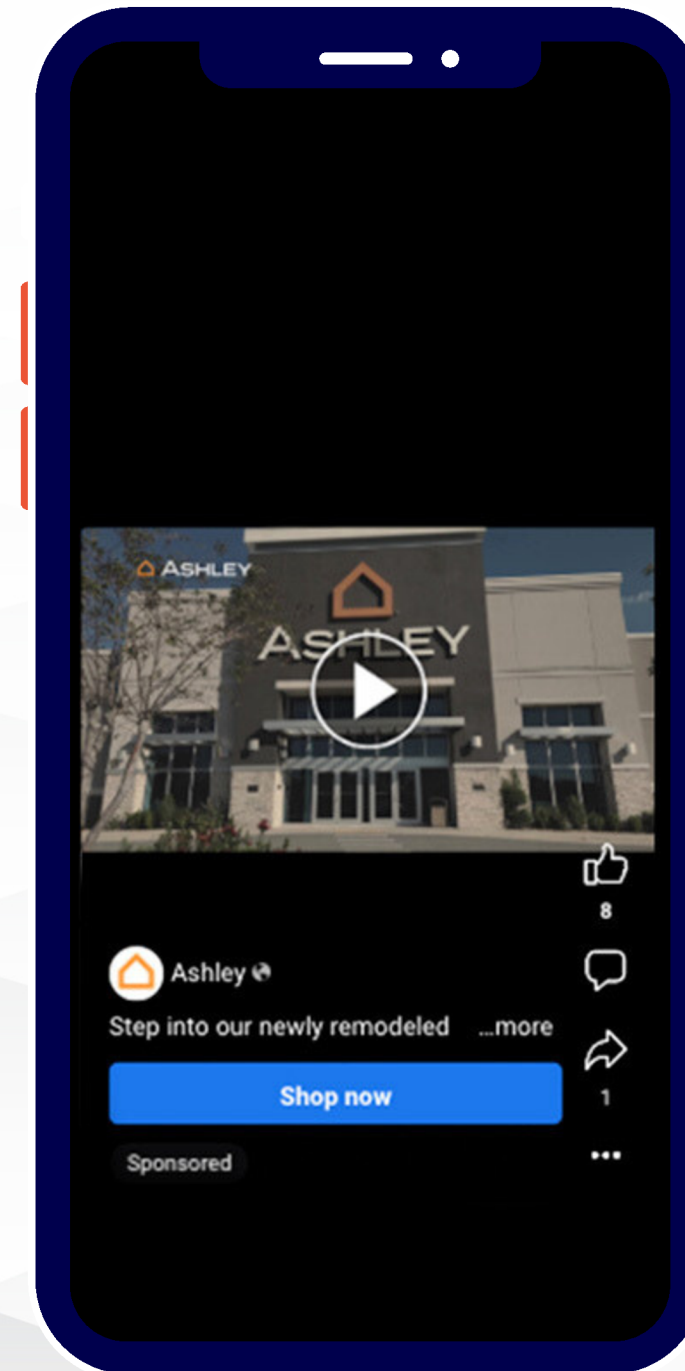


THE EXECUTION ::::

1 Device ID Targeting & Public Data Integration

➔ We leveraged device ID tracking to measure in-store visits directly linked to digital ad campaigns.

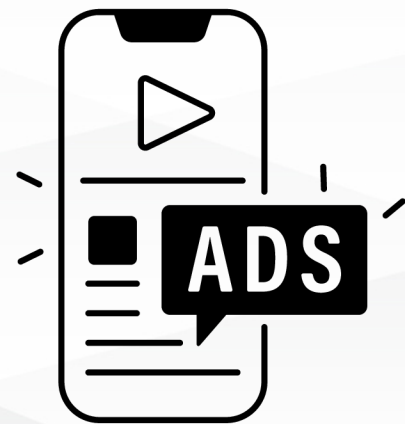
➔ Strategic public data allowed us to refine targeting and reach high-intent shoppers in distinct target markets across the Southeast.



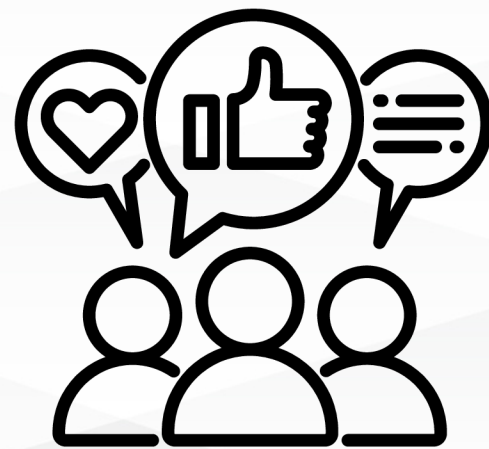
THE EXECUTION ::::

2

How digital ads connect to in-store visits



Ad Exposure



Engagement



**In-Store Visit
Confirmation**

THE EXECUTION ::::

3 Paid Social Ads Focused on High-Intent Shoppers

- Created digital ad campaigns targeting potential customers based on online furniture browsing behavior, demographics, and interests.
- Used dynamic creatives and videos to showcase promotions, in-store events, and best-selling products.



THE EXECUTION ::::

4

Breakdown of social ad performance—clicks, reach, and conversions.

Total Ad Clicks

28,750

Click-Through
Rate (CTR)

2.39%

Total Reach

1.2 Million

Conversions
(In-Store Visits from Ads)

3,830

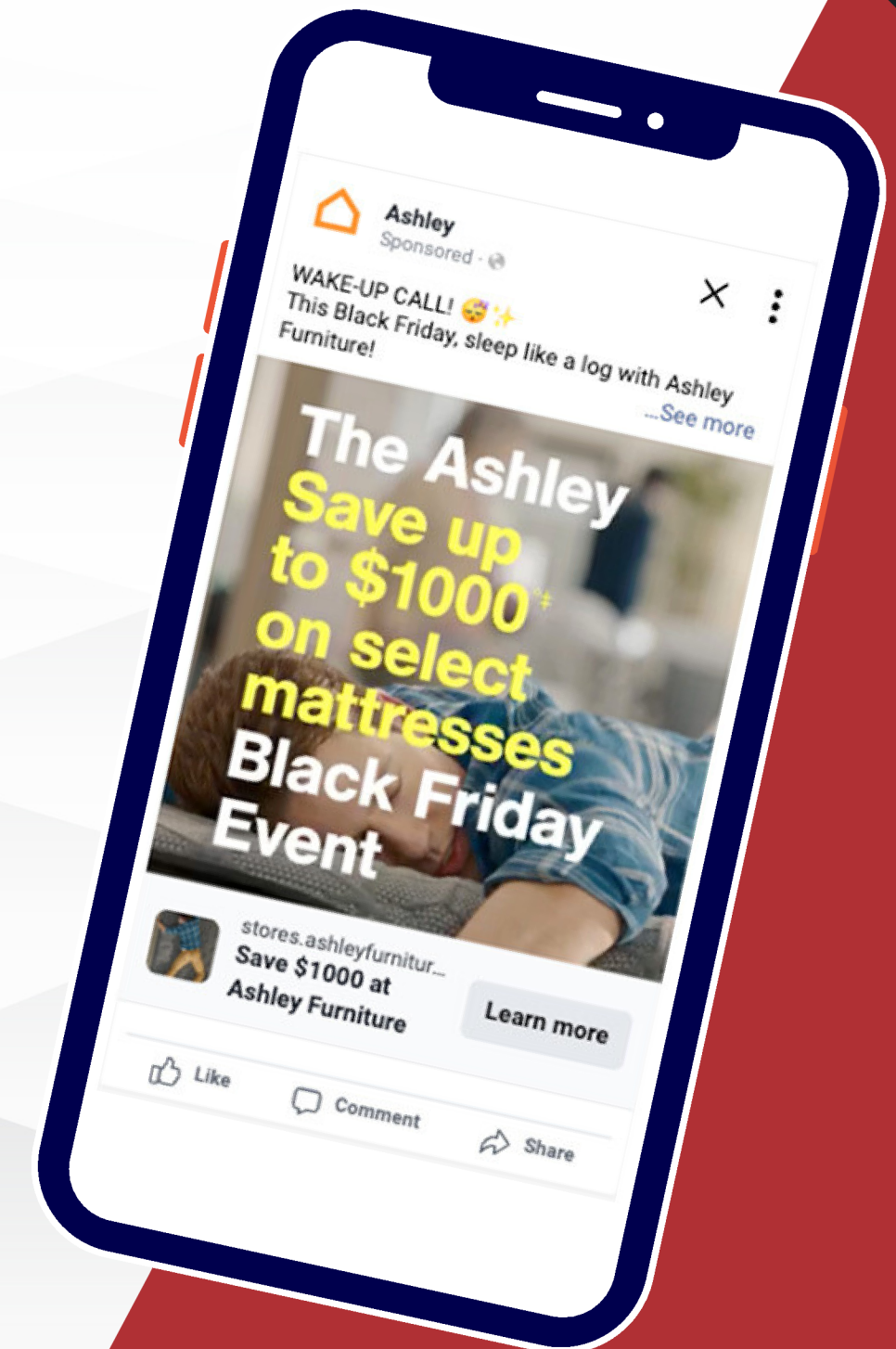
Total Impressions

3.6 Million

THE EXECUTION ::::

5 Sales Event Strategy for Peak Shopping Periods

- Focused heavily on November, the retailer's most crucial sales month.
- Limited-time offers to drive urgency and foot traffic.
- Created multiple ads in each campaign, each with a different offer or promotion designed to target specific audience segments.



TIMELINE ::::

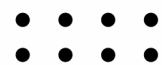
JUNE 2024 - AUGUST 2024

- Launched device ID tracking and data-driven audience targeting.
- Focused on awareness and engagement campaigns to build intent.
- Generated **nearly 300K in revenue** from in-store purchases driven by digital ads.

NOVEMBER 2024

- Executed a high-impact campaign to drive **in-store visits**, with a **high percentage being first-time visitors**.
- Leveraged social ads and device ID data to measure the **direct impact of digital marketing**.

THE RESULTS



**IN-STORE
VISITS**

3,830

in November 2024



**NEW CUSTOMER
VISITS**

63%

of those visits were
first-time shoppers



**REVENUE
IMPACT**

\$288,000

estimated revenue over
a three-month period

CONCLUSION

By integrating digital ad strategies with in-store tracking, ThriveFuel successfully helped this large furniture retailer increase foot traffic and attract a new customer base. The campaign demonstrated how data-driven marketing can connect online engagement with real-world sales.

With an expanded digital presence, future campaigns will continue to drive higher store visits and conversions.


CLIENT FEEDBACK

“

We did have a fabulous Q4, and that's all thanks to all of your efforts. I really appreciate all of the extra work and care that went into making us a success. I'm happy to continue working with such a great team in 2025.

”

⋮ SUMMARY OF KEY METRICS



During the retailer's most crucial sales month (November 2024), we drove **3,830** in store visits with **63%** of those being first-time visitors using paid social ads combined with Device ID targeting and third-party data.



In a 3-month period (June-August), we drove **583,000** Google Business Profile views and **30,117** interactions, a **31%** increase in key markets over the previous year.



In a 3-month period (August-October Device ID data), we drove an estimated **\$288,000** in revenue using paid social ads combined with Device ID targeting and third-party data.

CALL TO ACTION ::::

Struggling to turn online engagement into real-world sales?

ThriveFuel Marketing specializes in data-driven strategies that connect digital efforts with measurable in-store results.

Increase your foot traffic by 30% in as little as 7 Days—book a call today!

361-333-1898



ThriveFuel
MARKETING

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