



Outdoor Retail Mall Case Study

GOAL

A leading outdoor mall company needed to increase brand awareness and foot traffic to its new outdoor retail shopping experience.

CHALLENGES

As this mall had undergone a makeover it needed to promote its new atmosphere and capture audiences both new and returning to increase sales and foot traffic.

SOLUTION

DGLV's consulting team determined the first stage - brand awareness - was paramount to getting increased customers. DGLV combined a Display/Video tactic on consumer shopping related sites to drive awareness. Stage two involved increasing foot traffic. DGLV used Display Retargeting and Search tactics with retail brands to drive customers to the mall.

RESULTS

Over a 3 month period, DGLV delivered:

Search CTR over 4X

3X traffic increase in the client's web site

18% increase in foot traffic at Mall

