

Local Retail



THE CAMPAIGN | This was a B2C campaign pushing spring sales for a scooter/motorbike store. The goal was to unload old inventory and create room for new summer stock.

OVERVIEW

THE INDUSTRY | Retail Scooters / Motorbikes

THE GOAL | Clearance sale to move old inventory and used scooters.

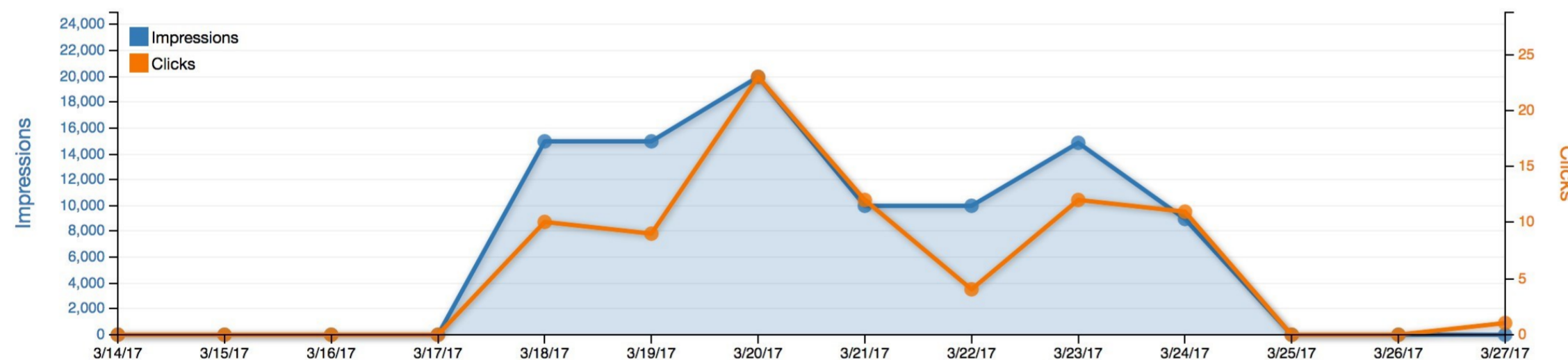
THE CHALLENGE | Scooter sales fluctuate quite drastically throughout year so having well-timed ads and have a big impact.

THE RESULTS | They moved a large portion of the old inventory and also sold quite a few new models. Two weeks after the the clearance sale they are still receiving calls about the sale.

Performance ?

Day Week Month

Clicks



Total Impressions
93,801

Total Clicks
82

Overall CTR
0.09%

THE TAKEAWAY | Display campaigns, when leveraged correctly and timed well, can have a strong impact of businesses that rely heavily on seasonal sales.