

# Jewelry Store



**THE CAMPAIGN** | This campaign targeted more bottom-funnel users who were in the market to buy jewelry, specifically rings, to target the newly engaged. Additionally, seasonal behavioral segments were added to the campaign tied to special occasions or holidays to target consumers who might already be married and celebrating anniversaries, etc.

**BEHAVIORAL SEGMENTS** | In-Market > Accessories > Jewelry > Rings    Shopping > Retail > Jewelry > Rings  
Interest > Wedding Planning > affinity    Seasonal > Special Events > Valentines Day Shoppers  
Shopping > Gifts for Her    Demographic > Household Income \$75k+

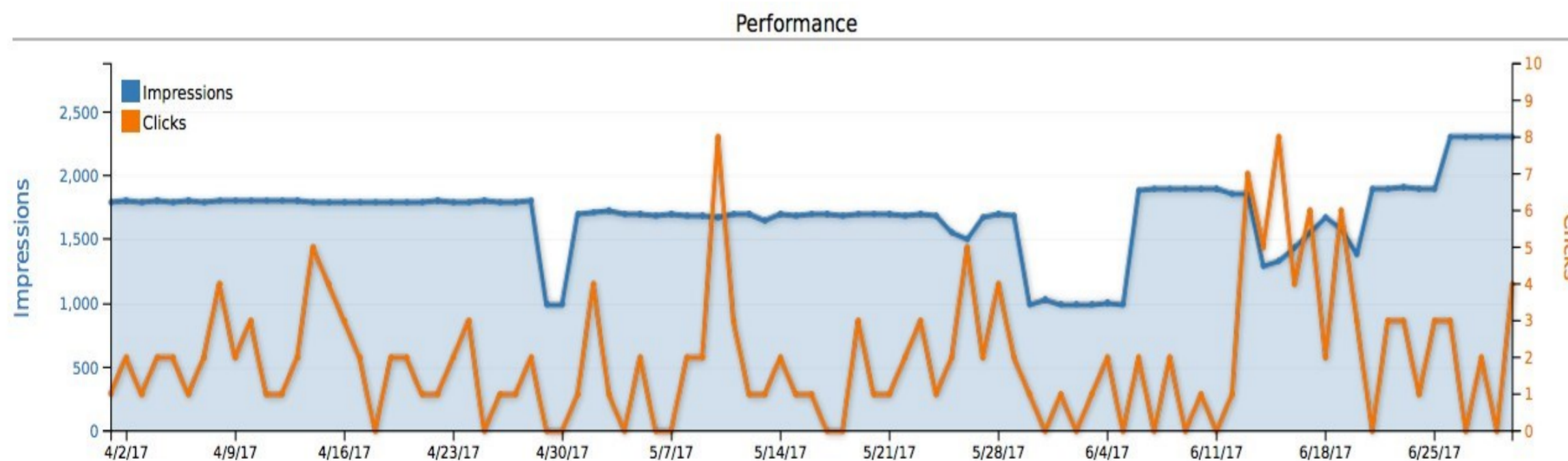
## OVERVIEW

**THE INDUSTRY** |  
Diamond Jeweler

**THE GOAL** | Target both newly-engaged couples as well as married ones for seasonal jewelry sales maintenance, ultimately driving brand awareness in the local market.

**THE CHALLENGE** | The ability for a jewelry store to differentiate themselves can often be difficult, especially for SMB's trying to compete with larger chains.

**THE RESULTS** | This campaign generated an average of 60 clicks per month to the advertisers site, and resulted in strong foot traffic to the store on days that were previously less busy.



Total Impressions  
**154,568**

Total Clicks  
**179**

Overall CTR  
**0.12%**

**THE TAKEAWAY** | By targeting people more specifically looking for for special gifts or jewelry like rings we were able to drive a highly-relevant audience to the advertisers site and store.