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# InMobi Helps Major Home Goods Retailer Boost In-Store Visits 74% Above Benchmarks

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In order to boost foot traffic at its U.S. retail outlets over the Labor Day holiday, one of the biggest home improvement retailers in the world worked with InMobi on a targeted in-app advertising campaign. Through geotargeting and InMobi's mobile-first audience targeting, **InMobi helped the retailer lift in-person visitation rates 74% above their initial benchmarks.**

# Campaign Overview

Labor Day is one of the most important times of the year for home improvement retailers. In order to drive sales from its brick-and-mortar stores during this critical holiday, a major home goods retail brand worked with InMobi on an in-app advertising campaign featuring banner and interstitial ads.

To ensure that the audiences with the highest propensity to visit and buy from one of their locations were targeted, two types of targeted were used. For one, InMobi implemented strict geotargeting, covering people who were within 10 miles of one of their U.S. locations. In addition, InMobi first-party audience targeting covered users who frequent competitor retail locations, have a competitor's app downloaded on device or recently searched for a competitor through a mobile website browser.

# Key Results



**In-store visitation lift from the campaign was 74% above the brand's benchmarks.**



**Click-through rates were 15% higher than the retailer's goal for the campaign.**



**Click-through rates on interstitial ads were 25% higher than the retailer's goal for the campaign.**

# Campaign Results

The Labor Day campaign exceeded expectations across the board. **In-store visitation lift from the campaign was 74% above the brand's benchmarks.**

The campaign's ads were well received too. Not only were the **click-through rates of the banner ads 15% higher than the retailer's goal** for the campaign, but the **click-through rates of the interstitial are were 25% above benchmarks.**

Thanks to InMobi, the home improvement retailer better understood the power of mobile, especially for driving physical footfall among the audiences most likely to buy.