

# Driving retail sales for holiday campaign

REEDS Jewelers came to Huddled Masses with the goal of driving a \$50 CPA for their Mother's Day campaign.

One week after the campaign launch, we looked at all the data we had gathered and began making optimizations and moving budget towards the strategies that were driving the most conversions, creating new strategies based upon our learnings and turning off strategies that were not working.



## Huddled Masses strategies

- ▶ Our Conquesting segment was performing well so we added in a historical geofence segment that looked at device ID's seen in the brick & mortar locations over the past year.
- ▶ Increased bid and spend on the remarketing strategy.
- ▶ Added: Additional Adaptive Segments: These segments weed out exhausted users from the re-targeting pool and adapt to users who are expressing interest by serving them more ads.
- ▶ We used advanced reporting to pull an audience index report, and added a behavioral segment targeting high end luxury shoppers and dads with elementary age children who were indexing highly as converters. to local news and finance content.

To learn more please visit [huddledmasses.com](https://huddledmasses.com)