



Attribution Case Study

Nordstrom Rack Lancaster Grand Opening Campaign

Campaign Objective

Nordstrom Rack launched an innovative digital out of home campaign to promote the opening of its new store in Lancaster, PA. The campaign ran for two months, and 11 digital billboards were selected based on proximity to the new store location and travel behaviors of Nordstrom Rack's target consumers. This campaign used real time data to trigger the Nordstrom Rack creatives only when a high concentration of the target consumers were in the area. Across the four week flight, the campaign achieved 3,201,897 OOH impressions aimed at Nordstrom Rack's specific target consumers.



Campaign Details

Timeframe: Two months
Market: Lancaster, PA
Format: 11 Digital Billboards
18+ Impression Delivery: 3,201,897 OOH Impressions
Campaign GRP Totals: 143.3 GRPs

Results

- 363,586 total plays
- 6 days was the average conversion time
- 2,892 total walk-ins
- 485 unique incremental visits
- The campaign resulted in a 9.17% increase in lift
- +118 higher lift of those exposed to out of home (compared to those unexposed to OOH)