

PRESIDENTS' DAY SALE

Local Furniture Store Embraces Digital Marketing for Presidents' Day Sales Event

CHALLENGE

A local furniture store in NYC needed to drive in-store foot traffic for their *Presidents' Day* sales event. In the past, they had only sent loyalty emails and printed flyers to households within walking distance of the store. This resulted in thousands of dollars spent on printing and shipping with minimal response.

With only **10** days leading up to the event, a **\$5K** budget and a client with no prior experience running digital advertising, **DISTRIKT** was ready for the challenge.

STRATEGY

- Targeted people in-market for specific styles / brands of furniture, in key zip codes around the store.
- Served digital ads to the target audience across display, mobile and Facebook / Instagram.
- Continuously optimized towards best performing geos, creatives and customers.

RESULTS

1.5MM
ADS SERVED

60% INCREASE
IN FOOT TRAFFIC

\$700K+
FURNITURE SOLD

DISTRIKT helped make *Presidents' Day* the store's most successful event in recent years. With a customer close ratio of **45%**, sales increased substantially, and the client now spends over **\$15K** per month on digital marketing!



NYC Real Estate Firm Attracts Buyers to Open House with Digital Marketing

CHALLENGE

An NYC based real estate firm needed help driving attendance for their upcoming open house. The unit had been on the market for over **100** days, but agents were not attracting serious buyers through local listing sites. With **2** weeks and an agent team with no prior digital marketing experience, **DISTRIKT** had to both educate the client and deliver results.

STRATEGY

- Targeted active investors and high earning business professionals, making **\$200K+** per year, in-market for real estate and living in key neighborhoods within Manhattan.
- Served digital ads to the target audience across display, mobile and social media.
- Optimized towards highest performing geos, creatives and audience segments.

RESULTS

700K
ADS SERVED

50 OPEN
HOUSE INQUIRIES

3X INCREASE
IN OFFERS

DISTRIKT's efforts resulted in **4** offers above asking price and the property **SOLD** within weeks thanks to an all cash buyer!



Leveraging Data and Salesforce to Drive Home Equity Loans for Local Credit Union

CHALLENGE

A local credit union needed to increase the number of home equity loan sign ups among their existing customers. Faced with strong local competition, **DISTRIKT** was asked to help develop a highly-focused, data-driven marketing strategy.

STRATEGY

- Linked demographic, online, and purchase information to identify existing customers who were eligible and pre-approved for a home equity loan.
- Leveraged *Salesforce Marketing Cloud* to build a comprehensive customer journey and deploy a **3**-month campaign consisting of **5** emails.
- Worked with predictive analytics to understand performance, refine strategy and optimize additional campaigns across web, mobile and social media.

RESULTS

2.7MM
EMAILS SENT

93% INCREASE
IN LOANS

\$1.3MM
REVENUE
GROWTH

For every additional dollar spent on **DISTRIKT**'s marketing program, the credit union received **\$72** in new home equity loans!



Online Salon Reservation Platform Increases Bookings 15X in 3 Months

CHALLENGE

An online, salon reservation platform needed help acquiring new users and increasing bookings. Despite influencer marketing and consistent organic posts on Instagram, the client could not achieve more than a handful of bookings per week. **DISTRIKT** was given **\$15K** and **3** months to revamp the client's strategy, manage their paid media campaigns and drive performance.

STRATEGY

- Targeted hair stylists living within a commutable distance and working in Manhattan.
- Served data-driven digital advertising across search, display and Facebook / Instagram.
- Utilized multi-channel retargeting to bring users back to the website and finish booking.
- Optimized digital messaging towards most engaged geos, promos, creatives and audiences.
- Deployed weekly email newsletters to share industry news, valued content, promote events, request customer feedback and upsell / cross-sell users through special offers.

RESULTS

**10K USERS
REACHED DAILY**

**15X INCREASE
IN BOOKINGS**

**20X REGISTERED
MONTHLY ACTIVE
USERS**

DISTRIKT's efforts helped the client secure total **\$1.5MM** investment from three venture capital firms to expand their business!