

SHOE SHOW/SHOE DEPT. sees substantial brand lift through a comprehensive WeatherBug media campaign

Footwear retailer, SHOE SHOW/SHOE DEPT., ran multiple placements throughout a three month-long campaign to reach WeatherBug's unique user base.

Through partnering with WeatherBug they were able to utilize our first-party behavioral audience targeting, location-based targeting, and retargeting tactics to see an overall brand lift, increase in awareness, and drive visits.

Objective

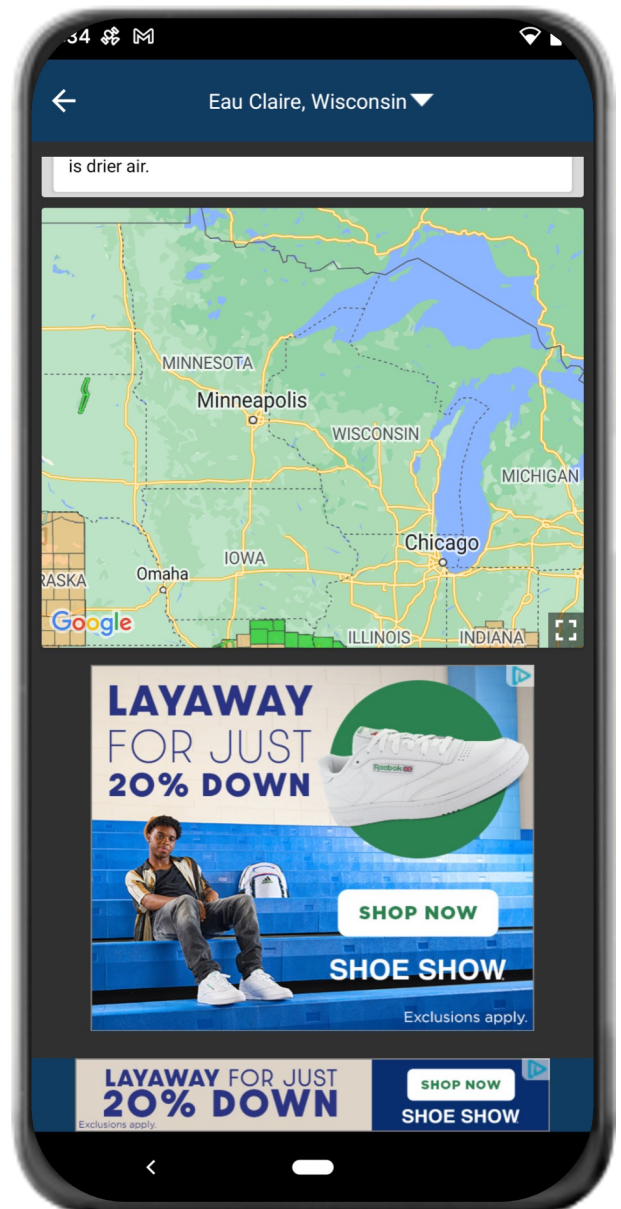
Throughout the campaign, SHOE SHOW/SHOE DEPT. wanted to increase brand awareness, familiarity, and overall consumer opinion of those exposed to WeatherBug media.

The campaign included cross-platform **BrandWraps** and **Mobile Banners** to capture the target audience's attention.

SHOE SHOW/SHOE DEPT. leveraged some of WeatherBug's custom targeting features including **Geographic Targeting** that focused on consumers within a 15-mile radius of their store locations.

Behavioral Targeting layers of Parents with Kids between the ages of 6-11 and 11-18, Shoe Retailer Visitors, as well as Value Shoppers and Budget and Discount Shoppers were utilized to hypertarget the intended audiences.

Let's dive into the campaign's key results to uncover how WeatherBug was able to achieve significant lifts in brand awareness, favorability, and familiarity for Shoe Show and Shoe Dept.





Results

Overall, the campaign delivered over **22.9 million** impressions, driving over **46k clicks** and an average click-through rate (CTR) of **0.21%**.

Shoe Retailer Visitors and Retargeting audiences saw the most amount of clicks across the two campaigns. Desktop Brandwraps were the most successful placements with a staggering **2.9%** click-through rate.

In addition to the above-benchmark impressions, clicks, and click-through rates, SHOE SHOW/SHOE DEPT. were successful in their goal of increasing their brand familiarity, favorability, and awareness. Audiences exposed to the Shoe Show and Shoe Dept. campaign were **7.2%** and **5.4%** more likely to visit a store in-person compared to control, respectively.¹

By the Numbers

11.4%

Increase in SHOE DEPT. brand familiarity¹

7.5%

Increase in SHOE DEPT. brand favorability¹

5.8%

Increase in SHOE DEPT. brand awareness¹

10.5%

Increase in SHOE SHOW brand familiarity¹

6.8%

Increase in SHOE SHOW brand favorability¹

3.6%

Increase in SHOE SHOW brand awareness¹

¹ Measured by ABCS Insights

