



**GREATNESS
BY NATURE**

27%
Increase in
in-store sales

\$0.78
Average
cost-per-click

Strengthened
Relationship with
Target

Geotargeting Genius Increases Zhou Nutrition's In-Store Sales by 27%



About Zhou Nutrition

Zhou Nutrition is a supplements company committed to combining nature's nutrients with science-backed formulas, offering a line of clean supplements to support an active lifestyle.

Problem

Zhou Nutrition's products were about to perform a geographic test-launch in Target. In order to show their worth to the retailer, Zhou Nutrition wanted to boost sales not only through e-commerce, but also in-store Target, a digital campaign that can be challenging to track.

Strategy

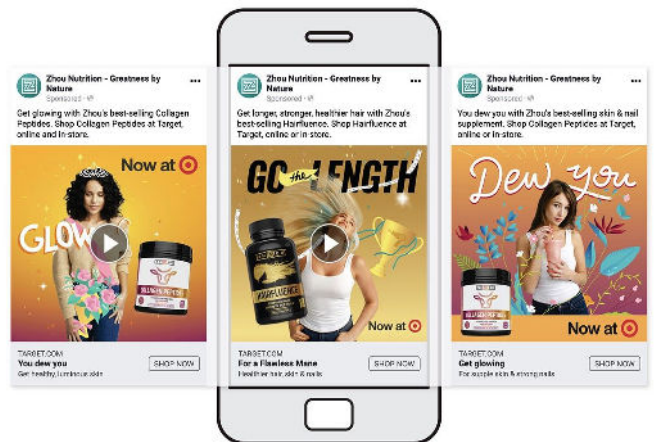
97th Floor targeted 430+ stores and created 160+ ad sets. As part of these ad sets, we targeted those individuals that lived or were recently in an area around the stores that Zhou's products were in. \$30,000 in ad spend was budgeted for these 433 locations meaning that each location only received \$4.62 in daily ad spend.

In addition to this geotargeting, we retargeted women on Zhou Nutrition's customer purchase lists, creating lookalike audience from those lists.

As the campaigns were running, we further optimized them by identifying underperforming stores & locations, shutting off low performers, and re-allocating budget from low performers to top performing segments.

Results

These launched campaigns and optimizations resulted in week-over-week improvements in click-through rates and costs-per-click. Partnering with Zhou Nutrition's partner at Target, we were also able to track improvements in foot traffic and in-store sales at Target. Zhou Nutrition's geo-targeted Target campaigns yielded profitable sales for Zhou Nutrition, while also leading to increases in non-Zhou Nutrition products, thus strengthening the relationship with Target.



Learn how 97th Floor can help you achieve unprecedented growth.

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