

Nordstrom Rack

Problem

How can Nordstrom Rack flip competitor customers to drive business into a new store location?

Solution

By geofencing near competing stores with digital billboards set to post messages when a high volume of target consumers were close.



Background

In March 2017, Nordstrom Rack opened a new store location at The Shoppes in Lancaster, PA. In an effort to drive traffic to the new store location and generate immediate sales success, Nordstrom retained Lamar Advertising who, along with partners, designed and executed a Digital Out of Home campaign leveraging geofencing technology and real-time location data to attract attention of a specific target consumer set patronizing competitive stores in the neighboring area and to drive visits to the new store.

Objective

The primary advertising objective of the campaign was to target female shoppers within the ages of 18-54 with household incomes in excess of \$75,000 who had shopped at a competitive store – e.g. Marshalls, Kohl's, TJMaxx, etc. – at least once in the last 90 days. Using location data to help understand travel behaviors of these target customers, the plan was designed to trigger Nordstrom Rack creative messages on digital billboards when a high concentration of target consumers were in the area of the competitors geofenced stores and compell them to visit the new store in Lancaster.

Strategy

Working in partnership with data and technology partners, Lamar geofenced selected competitive stores in near proximity to the new Nordstrom Rack location. The observance of an anonymized device ID associated with a member of the target audiences – female shoppers ages 18-54 – within the geofenced locations triggered Nordstrom Rack messaging and creative content on one or more of 11 selected digital billboards in the area. Using test and control methods, Lamar was able to measure the Digital Out of Home impact and attribute walk-ins to the Nordstrom Rack store.



Plan Details

Markets: Lancaster, PA

Flight Dates: March 2018 - May 2018

OOH Formats Used: Mobile Geofencing

Target Audience: Females aged 18-54

Results

Across the four-week period, the campaign generated 363,586 plays and achieved 3,201,897 OOH impressions aimed at Nordstrom Rack specific target customers. The campaign recorded 2,892 total number of visits to the new store from anonymous device IDs exposed to the OOH campaign, as well as 454 incremental walk-ins. There was an overall lift of 9.17%, with a 118% higher lift when measuring those who were and were not exposed to OOH. On average, target consumers visited the new Nordstrom store 6 days after exposure to the OOH campaign.



