

Salon Franchise Encourages Store Visits

Goal

Drive consumers into salon franchise locations.

Results

The campaign effectively drove store visits among exposed consumers.

How We Did It

Valassis Digital delivered dynamic mobile media utilizing geo-fencing and geo-behavioral targeting tactics to reach:

- Consumers within a 5-mile radius of store locations
- Parents with children
- Budget shoppers
- Discount retail shoppers
- Off-price shoppers

Full page, expandable ad units featured calls to action to call, visit site, and get directions to the nearest location.



Real-time optimization data was used to maximize reach and efficiency to encourage visits to the salon locations.