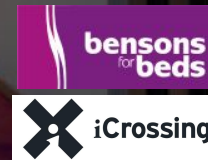


# Bensons for Beds

Using innovative measurement techniques to understand digital's impact on in-store sales

"With the insight we gain from Store Visits and Store Sales Direct we are able to more efficiently optimise Bensons' campaigns towards footfall."

*Oscar Paoliello, Paid Media Strategist for iCrossing*



## Goals

- Drive customers into stores at scale
- Drive in-store sales

## Approach

- Activated Store Visits reporting in Adwords
- Installed Eddystone Bluetooth beacons
- Created Local Inventory Ads campaigns
- Adopted Store Sales Direct

## Results

**170%** higher return-on-ad-spend (ROAS) when considering offline revenue

Store Sales Direct revealed that store visitors whose journey started with Google paid search click are worth **2.3x** the average store visitor to Bensons

YouTube cost per store visit is comparable to that of search campaigns