



Maximizing Your Client's Traffic: A 40Nuggets Agency Partner Case Study

How a Digital Marketing Agency Used 40Nuggets and Geo-targeting to Boost Conversions and Sales



CHALLENGE

The client wanted to use their website to increase sales in their brick-and-mortar store, while still maintaining sales in their online store.



SOLUTION

The agency set up two different offers using geo-targeting to present relevant offers to local vs. out of state visitors.



RESULT

Both offers resulted in fantastic conversion rates, which incentivized more shoppers to visit the store, while maintaining online sales.

The Challenge: Boosting In-Store Sales

The website provided special offers, but they didn't have a way to engage visitors that would drive foot traffic to the store locations. Effectively, the site was eating sales that the brick-and-mortar stores wanted to retain.

A second challenge was that the client had no way to target local visitors, who were geographically close enough to take advantage of store-only promotions. They were not segmenting shoppers based on location, so their offers weren't relevant to all of their potential customers. They needed a way to differentiate between visitors from in state, who would be more likely to get in their cars and come to the store, and out of state visitors, who were likely ordering online.

The Results: Geo-targeting Successfully Boosted Conversion Rate

Both discount Campaigns performed fantastically: Within the first week, 1,888 visitors converted on both Campaigns, with a total conversion rate increase of 14%.

Bottom Line: Stellar Conversion Rate, Major Boost in Customers

Using 40Nuggets, eCommerce Innovators was able to segment and engage different types of visitors with relevant offers, boosting their online conversion rate, and increasing sales - fast.

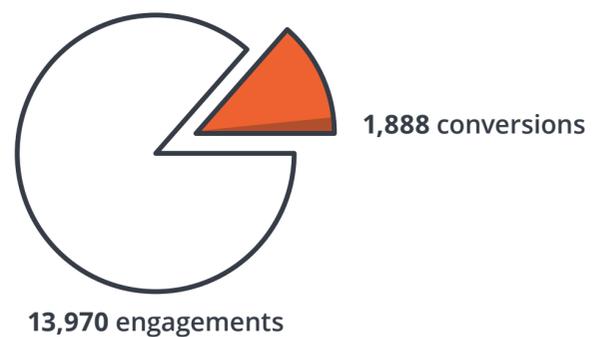
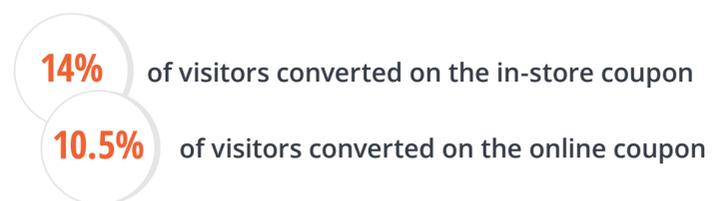
The Solution: Geo-targeted Coupon Offers

To address both of the client's goals, the agency launched a two-tiered approach. 40Nuggets' Geo-targeting feature enabled them to present relevant promotions to different visitors based on their location.

Tier 1: A 10% coupon offer that could only be redeemed in stores. This Campaign was targeted to visitors with IP addresses in Maryland and Washington, D.C.

Tier 2: The second Campaign targeted visitors from outside Maryland and D.C., with 5% off of online orders.

40Nuggets provided a fast and easy way to intelligently engage the right visitors with the right offer, incentivizing in-store purchases while ensuring online sales remained steady.



About the Agency

eCommerce Innovators provides comprehensive internet marketing services that will drive traffic - intelligent traffic - to your website. eCommerce offers a full suite of internet marketing services from market research, SEO, PPC, content writing, and usability to site development and overall program management.

Agency Partnerships

Visit our [website](#) to learn more about our partnership program and see how we can help you become your clients' hero.

