PULSE
BY GREENBERG™ ENTERPRISES

Retail / Home Furnishing

Your Data. Your Market. Your Results.

Objective: Drive measurable in-store sales growth for an independent franchise location through location-specific audience targeting, transparent reporting, and a media strategy built exclusively around their market

+29%	+21%	+6%	7.3x
Revenue Growth	**More Transactions**	**Increase in Foot Traffic**	**Industry Average CTR**
Year over year, same sales period	Same promotional window	More qualified visitors in store	Driving quality engagement

The Challenge

A home furnishings retailer operating as part of a larger retail franchise company had no visibility into the impact media was having on its individual location. Reporting was top-line and generic, offering no meaningful insights into their specific market or how spend was translating into in-store traffic and in-store/online sales.

Without location-specific strategy, transparent reporting, or the ability to target the right local shoppers with precision, there was no way to optimize, no way to measure, and no real path to driving the qualified in-store traffic the business needed to grow.

The Solution

PULSE built a multi-channel strategy designed to reach the right shoppers in the right markets and drive them to the client's locations instead of competing destinations during the annual sales event.

- Multi-channel activation across Meta, prospecting display, and OLV to create consistent touchpoints throughout the shopper journey
- Geo-fenced competitor locations layered into display targeting to capture in-market shoppers actively visiting nearby competitor retail locations.
- Deterministic audience targeting built around high-intent shopper segments, including first-time home buyers, new movers, and homeowners, to reach consumers most likely to be in the market for home furnishings
- Full-funnel transparent reporting, including geographic performance down to the zip code level, creative, audience, and campaign performance metrics specific to this location, giving the franchisee complete visibility into their own data for the first time
- Creative strategy aligned to the annual sales event across video, carousel, and display formats
- Continuous optimization focused on driving qualified in-store traffic and meaningful engagement

The Results

The most meaningful way to measure this campaign is year over year. The same annual sales event, the same competitive landscape, the same promotional window. What changed was the strategy, the precision, and, for the first time, the ability to see exactly what was driving results at the store level.

- Revenue grew nearly 29% year over year during the same sales period, representing significant incremental revenue driven by a stronger and more targeted digital presence
- Transactions increased over 21% from the prior year, with a moderate 6% lift in foot traffic, confirming that campaigns drove higher-intent shoppers who were more prepared to buy
- Closing rate improved meaningfully year over year, a direct signal that the quality of in-store traffic improved, not just the volume
- Campaign CTR performed at 7.3x the display industry benchmark, confirming that creative and audience alignment generated real engagement, not just impressions
- OLV video completion rate increased significantly over the prior period, demonstrating that the right message was reaching and holding the attention of the right audience
- Geo-fenced competitor targeting and deterministic audience segments ensured media dollars were reaching shoppers already in market and ready to make a purchase decision

The Impact

The numbers tell a clear story. A modest increase in foot traffic produced a dramatically larger increase in revenue. That gap is not luck. It is the result of campaigns built to attract shoppers who were already primed to buy, not just anyone passing by.

For a franchisee who had never had access to location-specific reporting, being able to see geographic performance down to the zip code, audience and creative performance, and conversion activity tied directly to their market was as valuable as the revenue growth itself. For the first time, the data belonged to them.

Better foot traffic starts with better data. PULSE gave this retailer full visibility into its own market for the first time, and the results followed. That is what happens when a media strategy is built for your store, not the franchise.

Key Takeaways

Meaningful growth at the store level requires two things working together: a strategy precise enough to reach the right shoppers and data transparent enough to prove it is working. Here is what that looked like in practice.

- Geo-fencing competitor locations turned a defensive challenge into an offensive opportunity, capturing shoppers who were already in market and ready to buy.
- Deterministic audience segments, including new movers, first-time home buyers, and homeowners, ensured media dollars were reaching consumers at the exact life stage most likely to drive a home furnishings purchase.
- Full-funnel transparent reporting gave the franchisee visibility into their own data for the first time, connecting media spend directly to in-store traffic and sales at the location level.
- Multi-channel execution across Meta, display, and OLV created the kind of sustained presence that builds purchase intent over time, not just at a single touchpoint.
- The result was not just a better sales event. It was proof that when a media strategy is built around a specific location with full reporting transparency, the data and the revenue both follow.

Ready to get started?

Contact Now

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