SERVICE RETAILER CONQUERS ADVERTISING EFFICACY CHALLENGE

Case Study

General Description: Largest hair salon chain in the world

Geography: International

Year Founded: 1922

Revenue: $1.6 billion

Key Business Challenge: Struggling with store growth and unsure how to spend marketing dollars

You're a global retailer with over 11,000 stores. You made it through the Great Recession, beating the odds and sustaining your revenue growth.

But your same-store growth has struggled. You question your marketing strategy. Is it a better ROI to have local market exposure or are national placements more cost-effective?

That's where Revenue Analytics comes in. We analyze 150 million customer transactions correlated with 160,000 ad spots across the country to determine the quantity and quality of the results. We determine that both ad strategies drive volume; however, the national campaign is much more effective in creating a loyal customer base that is more likely to purchase additional products.

Half of all ads are wasted, but which half? You're one of the few who knows because Revenue Analytics eliminates the unknowns and gives you the confidence to make informed decisions and deliver higher quality traffic to stores across the country.