

Boosting Scent-Sational In-Store Traffic with Full-Funnel Tactics



Summary

Global media agency OPR media sought a programmatic partner to enhance online awareness and drive in-store visits for their client, Interparfums for Guess Parfums. Collaborating with StackAdapt, they implemented a full-funnel, multichannel strategy featuring various targeting techniques and measurement attribution. This approach achieved an impressive in-store cost per visit (CPV) of just €2.87.

Solutions Used

Audience Targeting

Display

Audio

Creative Studio

Footfall Attribution

Results

Ad Completion Rate
97%

In-Store Visits
+15K

Cost Per Visit
Down 14% Month-over-Month



OPR media, based in Paris, specializes in both digital and traditional out-of-home (OOH) advertising. Known for their data-driven solutions and strong partnerships with premium media owners, OPR media delivers tailored strategies that achieve impactful results for clients worldwide.



Interparfums, Inc., a renowned European fragrance manufacturer, produces and distributes a diverse range of high-end fragrances, including licensed products from prominent brands like Guess.



Working with StackAdapt has been a very positive experience. The quality of the service and the attention paid to the follow-up of our Drive to Store campaign exceeded our expectations. Thanks to the relevant insights and in-depth analysis provided after the campaign, we were able to maximize our performance. StackAdapt has proven to be an indispensable strategic partner.

–David Lascar, Digital Media Account Director

Challenge

OPR media required a comprehensive strategy to effectively target online audiences and drive in-store traffic for their client. The strategy needed to demonstrate measurement at all levels of the funnel, allowing for real-time optimization and cost reduction.

Strategy

To boost awareness and in-store visits, OPR media implemented comprehensive targeting tactics, including geotargeting and browsing behaviour insights, to deliver precise audio ads. A strategic retargeting approach combined multi-channel tactics with audio and display ads, using targeted messaging to effectively guide customers through the funnel and drive in-store visits.

Execution

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Custom Audiences

StackAdapt’s Browsing Audiences, and partnerships with third-party data providers were used to create custom audiences based on user interests and browsing behavior. This included targeting searches for “women’s perfume” and “fragrance” related to perfume products and competitor brands.
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Multi-Channel Retargeting Strategy

Audio ads were served to custom-targeted audiences, achieving a 97% completion rate and significantly boosting awareness. This set the stage for more impactful retargeting efforts.

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Listeners who completed 100% of the audio ad were retargeted with display ads for increased engagement. StackAdapt’s Creative Studio translated calls to action into French to help users find nearby stores.
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Geotargeting and Measurement

To measure lower-funnel conversions and track in-store visits, geotargeting was used to focus on 150 stores in France. StackAdapt’s integration with Adsquare accurately tracked device IDs exposed to audio and display ads within the same geo radius as these stores. This approach offered transparent insights into how effectively the campaigns drove foot traffic to these locations.

Outcomes

The campaign saw outstanding awareness and engaged over 90% of users, resulting in a notable increase in in-store visits while reducing costs month-over-month. The collaboration between StackAdapt and OPR media delivered outstanding results both online and offline, with performance continually improving over time, resulting in ongoing scent-sational success.