

Home decor retailer sees 118% increase in in-store visits attributable to RetailMeNot with in-store offer.

Objective

A leading home decor and furnishings retailer wanted to quantify the value of running an in-store-only offer with RetailMeNot to drive traffic and sales in its 400+ stores across the United States.

Solution

RetailMeNot and the retailer worked together to run a 30-day trial program with an offer of \$10 off \$50 in stores only. To further quantify the value of the solution, RetailMeNot and the retailer engaged Placed, a leader in location analytics and attribution. Together, they measured incremental in-store visits from RetailMeNot's mobile app audience.

Results

The in-store offer saw strong results. Over the 30-day trial, RetailMeNot drove 1.84% of total in-store sales for the retailer, amounting to more than \$750K. RetailMeNot shoppers purchased 31% more items and spent 51% more per transaction than non-RetailMeNot shoppers.

This offer helped turn around underperforming stores that were down an average of 10% YOY. Nearly all of these stores improved by an average of 13 points to achieve 3% growth YOY. The offer also boosted stores that were experiencing YOY growth by an average of 7 points to achieve 13% growth YOY.

118%

Increase in in-store visits

51%

Increase in AOV

96%

Transactions occurred on a mobile device in stores

1.84%

Total retailer in-store sales driven by RetailMeNot during 30-day trial