

Case Study

Ace Hardware and Microsoft Mobile Advertising drive increased store traffic and brand awareness.



Ace Hardware is America's most historic local maintenance and repair business. During the 2009 holiday season, Ace needed to differentiate their business and reach their loyal customers with special offers and promotions surrounding their Holiday Sales Series. The campaign with Microsoft Mobile aimed to reinforce Ace's neighborhood appeal, drive in-store traffic and increase Ace's share of the maintenance and home repair business.

Campaign Objectives

Ace Hardware came to Microsoft Mobile Advertising to develop a targeted and comprehensive strategy to reach homeowners with four distinct offerings. Over the course of the month-long campaign, Ace's goal was to engage their loyal users on the go and use new media to reinforce Ace's neighborhood appeal, drive in-store traffic and increase Ace's share of the maintenance.

Challenge

Ace Hardware's Creative and Media Strategy:

Based on in-store promotions, Ace Hardware targeted users during the Holiday Sales Series with four distinct promotions:



- 20% Off Bag Sale**
 Consumers received 20% off every item in their shopping bag
- 'Tis The Season**
 Holiday ramp up for decorations, ladders, etc.
- After Thanksgiving Sale**
 Storewide sale after Thanksgiving
- Your Holiday Helpful Place**
 In-store drive to position Ace as the Holiday place

In addition, Ace drove users to a branded landing page that contained an assortment of content including in-store sale information, store locator, branded videos and an SMS sign-up page for users to learn more about future promotions.



"Our mobile ad campaign with Microsoft Mobile reinforced Ace's commitment to home maintenance. The campaign had fabulous results, and we are excited to see how we can use this momentum for 2010."

Gregory Trani, Mobile Strategist



Solutions

Execution and Use of Media:

In response to Ace Hardware's objectives, Microsoft Mobile Advertising developed a targeted media solution that engaged users through Behavioral Targeting and displayed media across both the Verizon Deck and Windows Live Mobile.

Campaign:

- Ace Hardware ran short, High impact media blitzes over two six-day time periods for each flight.
- Behavioral targeted mobile banners on MSN Hotmail and MSN Messenger Targeted media to "Home Improvement Enthusiasts" and "Tools and Hardware Shoppers". Mobile media on MSN Weather, Verizon News, Verizon Weather and additional Windows Live mail targeted M35-54 and M25-54.



All media drove to the Ace Hardware mobile web site to drive further engagement, while the best-in-class targeting capabilities ensured the target audience was captured as they navigated across Windows Live Mobile.

*"Microsoft Mobile Advertising's media strategy and comprehensive targeting capabilities **doubled top-of-mind brand awareness**, which is significant given the economic landscape."*

Domingo Gonzalez Ponce, Supervisor, Mobile Strategy and CRM

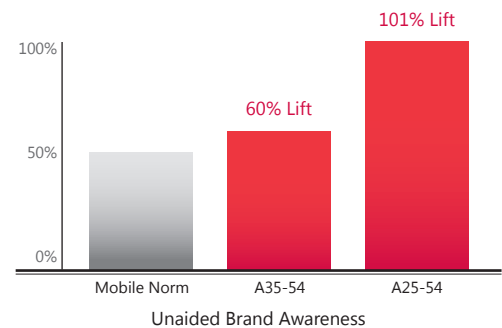
Campaign Results

Brand Awareness:

The mobile campaign developed by Microsoft Mobile Advertising drove a **60% lift in unaided brand awareness among A35-54** and reached **101% lift among A25-54**.

Store Traffic:

Ace Hardware experienced an **8% increase in-store traffic** among the primary target audience A35-54 who have seen the mobile ads.



Click-Through Rate Performance

CTR rose as high as **11%** in some of the campaign placements through utilization of a broad reach and on-deck media strategy.

