



Target maximizes CTRs with holiday season campaign

Verve's prime ad placements were a bullseye for Target's Black Friday and Cyber Monday mobile ad campaigns.

CATEGORY: Advertiser
SOLUTION: Managed service
REGION: Global

1.03%

click-through rate for rich media take-over

0.93%

click-through rate for standard mobile banners

1.95%

click-through rate on Black Friday

Objective

Target wanted to drive traffic to its stores and increase sales volume per customer by amplifying excitement over the holiday sales period, including Black Friday and Cyber Week. The aim was also to create relevant and engaging ad experiences for customers that contributed to brand recall and overall favorability.

Solution

Verve developed a five-stage mobile campaign utilizing several variations of creatives. These ranged from high-impact rich media with video and animation functionality to expandable units showcasing multiple engagement points such as tap-to-map. Verve also worked with its top premium publishers to establish exclusive mobile take-over opportunities and prime placements relevant to Target's audience. Targeting tactics were based on loyal Target shoppers and competitive conquering.

