

Target Maximizes CTRs With Holiday Season Campaign

Target: US
Device: Mobile



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 during the holiday time frame, and to amplify excitement around holiday sales periods including Black Friday and Cyber Week. The aim was also to create **relevant and engaging customer experiences** that contributed to brand recall and favorability.

Solution:

Verve Group developed a five-stage mobile campaign utilizing several variations of creatives ranging from **high impact rich media** with video and animation functionality to **expandable units** showcasing multiple engagement points such as tap-to-map.

Verve Group 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 also based on **loyal Target shoppers** and competitive conquering.

