

## CASE STUDY

# SPIRITS

## Leading distillery group increases retail traffic

### CHALLENGE

A leading distillery group with a portfolio of spirits was looking to increase its foot traffic to retail locations that sell their products. To achieve its goals, the company turned to Refinition's full-service professional services team to help.

### REFINITION SOLUTION

Refinition collaborated with the team on identifying trade areas where there were real people that fit the brand's persona in addition to curating an audience of retailers where the products were sold coupled with an audience of retailers where product was not sold that the brand wanted to penetrate to get on the shelf. We curated an audience of real people by identifying the attributes of interest; geography, age and visitor frequency.

Refinition tapped into these locations to observe, curate and segment the audience of real people that aligned most and then pivoted to a digital campaign to serve ads to that custom audience.

### CAMPAIGN STRATEGY

Custom creative for display and re-marketing provided by the client was used for the campaign.

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### THE RESULTS

After implementing our leads, the "click-to-brick" performance far exceeded any former marketing campaign efforts.



28% of audience showed up to a retailer



Lifetime campaign average CTR of 0.39% vs industry average of 0.08%



Unique deviceID audience CTR of 24%