

Driving Online Sales

With Print and Digital Synergy in Vancouver

OVERVIEW

Diane's Lingerie, a well-established retailer known for quality and service, partnered with Postmedia to help reach a younger demographic and increase traffic to both their website and brick-and-mortar store in Vancouver.

APPROACH

Postmedia developed an integrated marketing strategy that combined trusted print media with targeted digital channels.

In print, the campaign leveraged the Vancouver Sun and The Province to tap into a combined weekly readership of 698,000 with strong engagement among the 18-34 age group. Digitally, the strategy included Search Advertising, Google Shopping, Gmail Ads, and Dynamic Remarketing to drive high-intent traffic and online conversions.

CONCLUSION

The print and digital synergy paid off. The campaign generated 1.29M+ in digital impressions and 16.6K website clicks, while boosting conversion revenue by 73% and increasing online sales by an impressive 418%. This success highlights how combining traditional and digital channels can deliver powerful, measurable results.

1.3M+

DIGITAL IMPRESSIONS

16.6K

WEBSITE CLICKS

418%

INCREASE IN ONLINE SALES

*Diane's
Lingerie*

"Postmedia has always been on-trend with media changes and assisted in developing or adapting a program to meet my business need. We have always had a good response with foot traffic in the door of the store immediately after a print ad has run. For the last year and a half, we have added the digital component that attracted a younger demographic along with increasing traffic to both the website and store."

Sharon Hayles

Owner
Diane's Lingerie