Furniture Retailer Awareness Campaign

Video-led strategy drives engagement and store traffic

OVERVIEW

A well-known furniture retailer aimed to increase awareness of their major sales events while driving both online engagement and in-store visits. They wanted to connect with local audiences at every stage of the buying journey and strengthen their visibility during key promotional periods.

APPROACH

Postmedia designed a comprehensive, video-led omnichannel strategy to engage prospective customers across multiple platforms. Short-form video ads (six and fifteen seconds) ran throughout the campaign to align with ongoing sales events and capture attention through quick, high-impact storytelling. To extend reach and build awareness among new audiences, Demand Gen campaigns were layered into the mix, while display remarketing re-engaged high-intent users with tailored messaging that reminded them of active promotions. Performance Max Local leveraged precise geo-targeting to attract nearby shoppers, converting digital engagement into measurable store traffic. Across platforms, video assets generated over 404,000 views at an average cost per view of $0.019, while the overall strategy drove more than sixteen million local impressions through PMax campaigns. The local focus delivered exceptional efficiency, achieving a $5.45 cost per acquisition and over 6,000 conversions, while display remarketing maintained an impressive 11.21% conversion rate.

CONCLUSION

By combining short-form video storytelling with a strong omnichannel approach, Postmedia helped the retailer strengthen brand visibility and drive qualified traffic both online and in-store. The campaign successfully expanded reach, deepened engagement, and reinforced customer connection during critical sales windows.

16M+

PERFORMANCE MAX LOCAL IMPRESSIONS

404K+

VIDEO VIEWS

6K+

PERFORMANCE MAX LOCAL CONVERSIONS

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