

Scaling Growth Through Data-Driven Campaigns

How a furniture retailer turned CRM insight into a 21x ROI

OVERVIEW

A multi-location furniture retailer with a strong presence in Ottawa and Kingston wanted to elevate their marketing strategy and expand their operations. They partnered with Postmedia to refine their digital campaigns, improve lead tracking, and create a seamless link between their marketing and sales efforts through CRM integration. The goal was clear: to drive both online and in-store conversions with measurable efficiency.

APPROACH

Postmedia developed a holistic digital strategy centered on high-intent engagement. Paid Search campaigns on Google Ads were optimized to capture ready-to-buy consumers through tailored messaging around product details, promotions, and flyer downloads—driving traffic that translated directly to sales. Complementing this, a Paid Social campaign on Meta broadened awareness and introduced new audiences to the retailer's higher-ticket offerings, increasing visibility across multiple customer touchpoints.

To close the loop between marketing activity and sales performance, Postmedia integrated the retailer's HubSpot CRM into the campaign funnel. This connection allowed first-party data to inform targeting and enabled full-funnel tracking from engagement through to in-store purchases. By layering in Postmedia's Smart Targeting technology, the campaigns continuously optimized for efficiency—maximizing ROI and ensuring every ad dollar reached a qualified audience.

CONCLUSION

Through precise targeting, data integration, and real-time optimization, the retailer transformed its marketing performance. The partnership with Postmedia not only increased visibility across key markets but also established a sustainable model for tracking and scaling lead generation, proving that smart digital integration drives tangible retail results.

21x

ROI THROUGH GOOGLE ADS

12x

ROI THROUGH META ADS

