

ADA OPTIMISED

Specsavers

Specsavers – Design Collective

- This campaign was designed by Specsavers to launch their new Design Collective. It was Specsavers' first behavioural targeting approach through Ada.
- The main objectives were to increase awareness of the launch and encourage new, trendy customers to the store to purchase.
- Ada's behavioural targeting was key the planning strategy of the campaign. The campaign was optimised towards a trendy audience to fit with the client's target consumer profile.
- The campaign's Ada optimisation successfully reached the client's trendy target audience, drove footfall to the store, increased website traffic and helped enhance the brand's appeal to health and beauty consumers.

SMARTER AS STANDARD

+77%

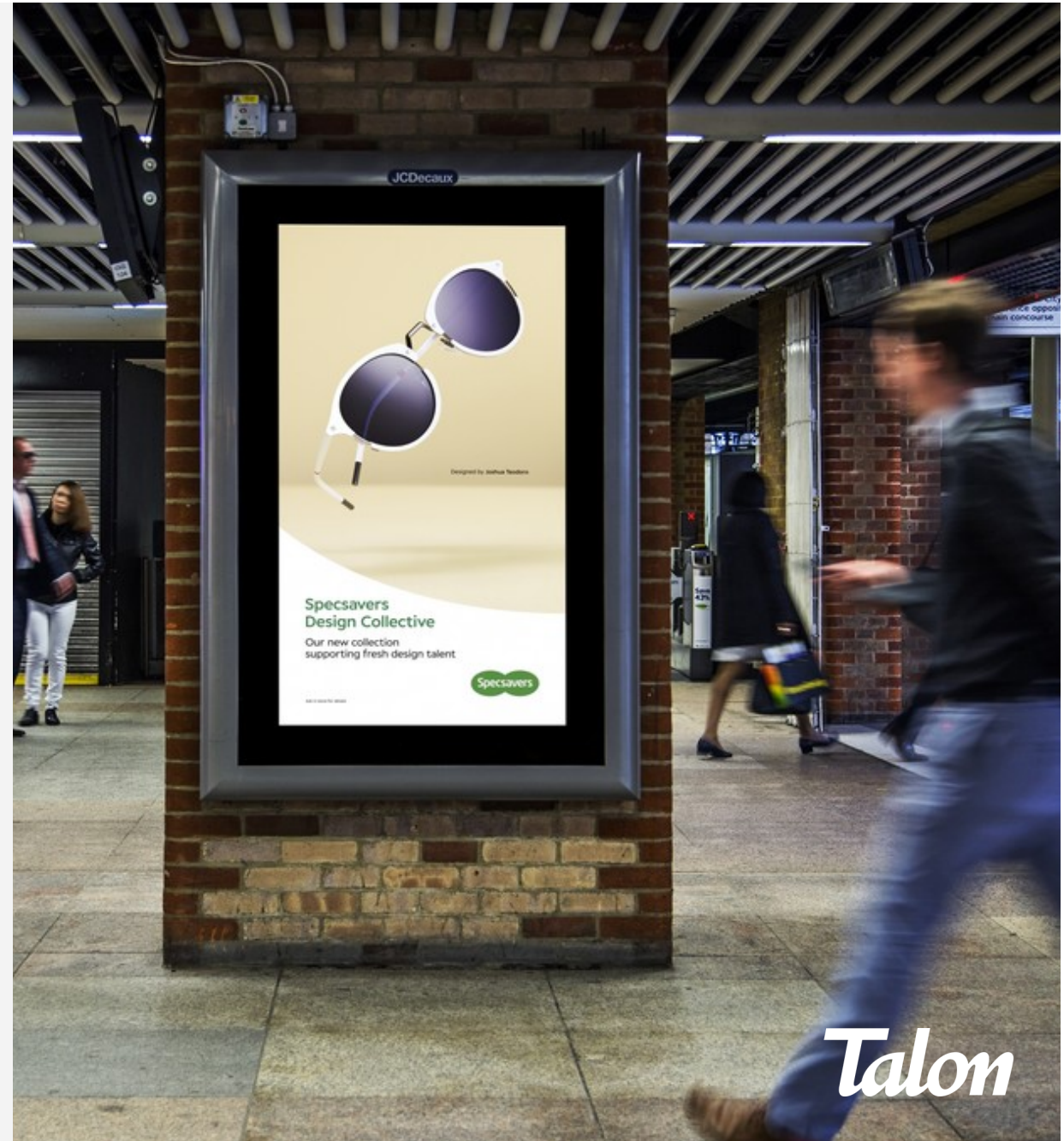
UNIQUE VISITORS TO STORES VS THE PRE PERIOD

60%

STORE VISITORS WERE EXPOSED TO CAMPAIGN

8,818

MORE WEBSITE VISITS DURING THE CAMPAIGN



Talon