OLD NAVY ◇ **PMG**

CLIENT	Old Navy
AGENCY	PMG
PARTNERS	Albertsons, Dollar General, Walgreens
METHOD	Multi-retailer audiences

Old Navy dressed to succeed during the back-to-school season with a multi-retailer approach

PMG and Old Navy leveraged retail audiences within our platform to drive meaningful incremental sales during the back-to-school season.

RESULTS

The brand reached unique audiences at least

97%

of the time due to less audience overlap

Retail data drove

49%

of the sales[1] attributed to our platform during the back-to-school season

THE CHALLENGE

Driving online purchases during a competitive season

From day one, American apparel and accessories company Old Navy revolutionized the retail industry with its fabulous, affordable fashion for everyone. Since back-to-school time is a key season in retail, Old Navy wanted to create a unique approach to media targeting that would help its brand stand out.

This past back-to-school season (July 5 to September 4), Old Navy and their digital media agency, PMG, partnered with us to optimize the retailer's back-to-school media push, leveraging our exclusive retail data marketplace to memorably engage with consumers in a crowded landscape.

THE SOLUTION

Building key audiences with less overlap through retail data signals to drive reach and online purchases

The team first evaluated the shopping behaviors of their target customers during the back-to-school season. The brand's key demographic — moms shopping for their family — was also likely to be visiting Albertsons, Dollar General, and Walgreens. Working with PMG and utilizing our platform, Old Navy incorporated signals from these three retailers to inform their audience strategy. After building audiences that included verified-shopping and life-stage signals, Old Navy was able to target their key demographic with greater precision.
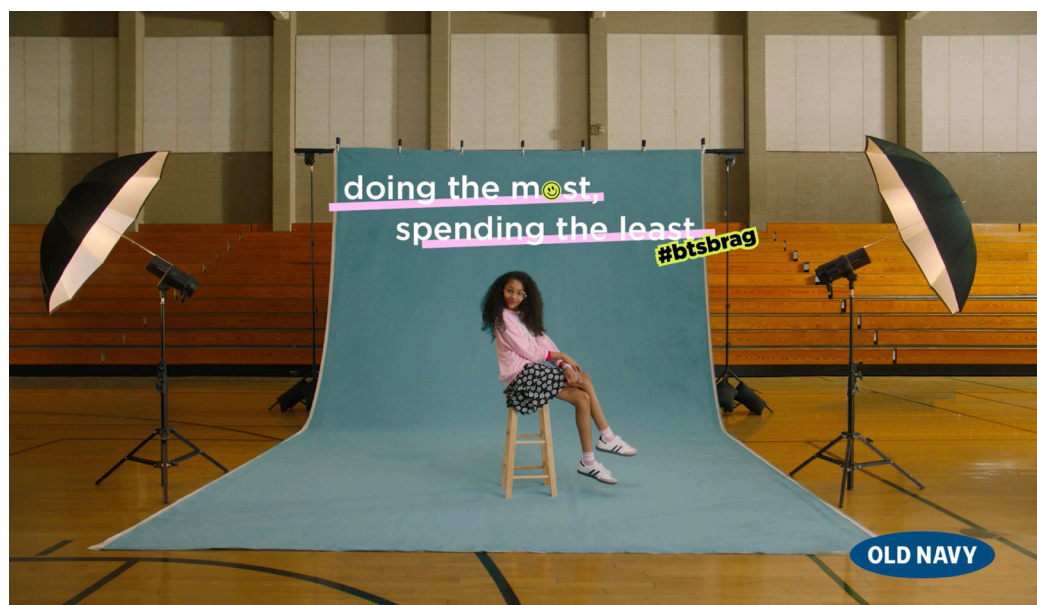
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THE RESULTS

49% of incremental purchases using only 26% of the total seasonal budget for our platform

The audiences provided by Albertsons, Dollar General, and Walgreens were exclusive, only overlapping a maximum of 3% of the time, enabling the brand to reach unique audiences at least 97% of the time.

Through the multi-retailer audience approach, Old Navy was able to optimize their investment in retail data. The addition of retail audiences drove 49% of purchases attributed to our platform — with only 26% of the total budget allocated to retail data.

Old Navy innovated its audience approach by seizing the verified-shopper signals from our retail data marketplace. Leveraging audiences from multiple retailers not only enabled the brand to reach new, unique customers with a back-to-school shopping mindset, but also proved to be a solid sales driver during a key time frame.

Contact The Trade Desk to learn more about how to use a multi-retailer audience approach for your next campaign.

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