



COASTAL OBSERVER

The Hammock Shops Village Case Study

The Hammock Shops Village, Coastal Observer and Canopy designed a digital advertising and marketing campaign to support the strategic goal of generating foot traffic and new customer experiences. The campaign's June 2020 to January 2021 flight integrated Geofencing, Site Retargeting and holiday-specific messaging to drive attributable conversions while generating a wealth of the brand's consumer data.

The campaign goals were particularly challenging since the ongoing impact of Covid-19 continued to cause significant concerns with both existing and potential new customers.

"A key objective was to generate consistent foot traffic for The Hammock Shops Village from summer 2020 through January 2021, which was a major campaign challenge due to Covid. Canopy's campaign strategy resulted in more than 2.5k conversions. The end results were exceptional."

Trevor Swenson, Marketing Director, Hammock Shops Village

The campaign's combination of digital tactics including Geofencing, Site Retargeting and new campaign creatives drove attributable foot traffic during an incredibly challenging economic environment for retail stores.



2,529
Physical
Conversions



1,453,510
Geofencing
Impressions



0.14%
CTR