



CASE STUDY

CRAFT & HOME DÉCOR STORE

CAMPAIGN OBJECTIVE

A big box retailer best known for selling home décor and craft supplies wanted to drive awareness around their holiday promotions and sales of their seasonal products. Their challenge was to continue to acquire new and competitive shoppers while defending loyal customers.

SOLUTION IMPLEMENTED

Cadent partnered with the retailer's agency to develop a strategic campaign to engage a custom-curated audience of women. Implementing a cross-platform execution across Cable, Broadcast, and CTV, the campaign was successful in reaching additional strategic audience households.

Including CTV in the campaign's media mix expanded the reach of "Medium" and "Light" linear viewers, who may only be reachable by alternative inventory, demonstrating that CTV was a critical component for delivering a complete TV audience.

RESULTS ACHIEVED

The campaign reached 45M households across broadcast, cable, and CTV

37% Increase

in visit rate

18% Increase

in unique visit rate

17% Increase

in average visit frequency with exposed households visiting ~2X during the campaign period

~360k

incremental unique visitors with a cost per visit of \$12.85

\$5 ROAS

calculated from ~1.1M incremental visits combined with the client average basket size of \$25

57%

of strategic audience households reached through cross-platform execution.

To learn more about how Cadent can help you with a data-driven TV campaign, contact a Cadent sales representative or visit us at [Cadent.tv](https://www.cadent.tv).