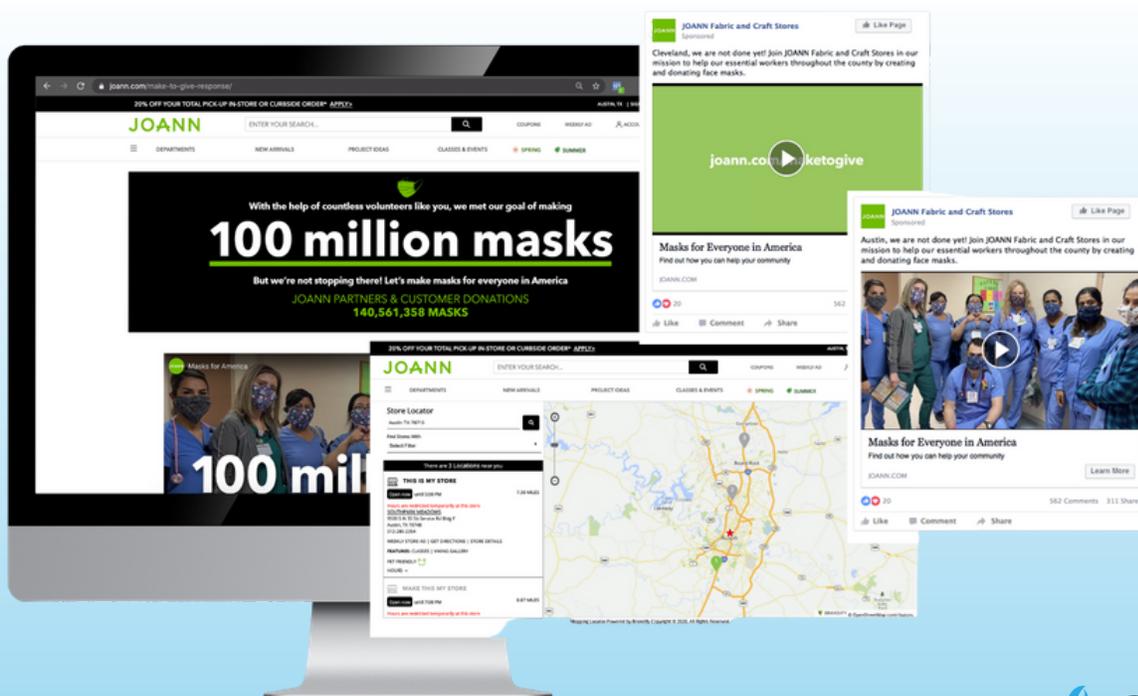




Driving Traffic to Support JOANN Stores' Benevolent Mission with Local Social Ads

The Challenge

JOANN Stores, the nation's largest specialty retailer of fabrics and crafts, needed a method to amplify its corporate "Make to Give - Masks for All Americans" initiative, which encouraged crafters to make and donate masks to essential workers and schools. With state and local lockdown orders still in flux, JOANN needed agile and flexible advertising to provide consumers with accurate, up to date information specific to individual store locations - localizing the company's social advertising to inspire a sense of community and drive participation in the initiative.



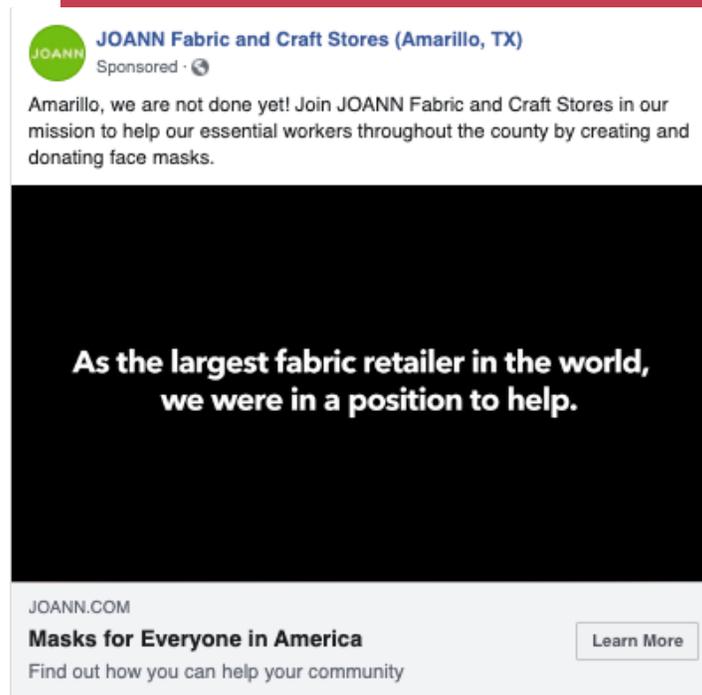
The Solution and Benefits

Tiger Pistol ran and continues to run high-performance Facebook and Instagram ads with copy that dynamically localizes to drive community relevance and ad performance for JOANN's mask-making initiative and donation efforts in connection with its local stores. Tiger Pistol's social advertising platform helped the retailer achieve its benevolent mission, while contributing to the health of stores and local communities.

With differing local lockdown rules and associated purchase paths, it was important that the retailer be able to provide rapid and accurate information in their ads - highlighting curbside pickup, ecommerce,

and whether stores were open or closed for business. Tiger Pistol gave JOANN the power to handle these changes efficiently by being able to change, update, or pause their localized ads at any time. With templated local campaigns, the ability to shift creative and messaging based on store status, and easy tools to turn campaigns on or off based on changing local orders, Tiger Pistol provides the retailer the opportunity to deeply reach communities with both sales-driven and/or purpose-driven content.

Additionally, to measure foot traffic to locations, Tiger Pistol implemented advance attribution using mobile device signals. Campaigns published from TigerPistol are linked to a specialized data set that tracks device IDs and other consumer signals passively across the United States. Tiger Pistol's platform worked with Facebook to match the consumer data set with JOANN's campaign performance data to surface users who saw the ads, and then visited a local store.



The screenshot shows a Facebook advertisement for JOANN Fabric and Craft Stores (Amarillo, TX). The ad features the JOANN logo, a 'Sponsored' label, and a text-based message: 'Amarillo, we are not done yet! Join JOANN Fabric and Craft Stores in our mission to help our essential workers throughout the county by creating and donating face masks.' Below the text is a large black box with white text that reads: 'As the largest fabric retailer in the world, we were in a position to help.' At the bottom of the ad, there is a link to 'JOANN.COM', the text 'Masks for Everyone in America', and a 'Learn More' button. A footer line says 'Find out how you can help your community'.



Dramatic Results

Delivered in first month of campaign

Tiger Pistol's unique social advertising platform gave the JOANN the capability to reach a large, widespread audience, while still providing them with personalized and localized information. During the one-month campaign period examined in this case study, 130 million additional masks were donated, and JOANN has recognized nearly 310 million masks donated in total.

~11M

Impressions

36%

More Cost Effective than
National Campaigns

3M+

Consumers Reached

\$.003

\$3.00 cost per 1,000
Consumers Reached

\$0.90

Cost per Metric

30M+

Number of Masks by
which Goal was Exceeded

84%

of Ads Clicked Resulted
in Store Visits

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Once we saw the platform's capabilities, particularly the ability to provide accurate information down to each store location, we knew there was an opportunity to inspire more customers and create a much stronger local connection. We're thankful for the support of our efforts, and the impact this platform and services have made on our initiative.

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Chief Customer Officer, JOANN Stores