

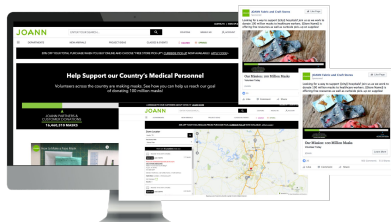


JOANN

UNITED STATES

CAMPAIGN GOALS

- Deploy templated Awareness Campaigns based on store status.
- Inspire a sense of community and drive participation in the initiative.
- Ability to change, update, or pause their localized ads at any time, controlling their messaging based on store closings, and curbside or pickup options.
- Link campaigns to foot traffic at open stores.



STRATEGY

Create hyper-local campaigns that automatically shift creative and messaging based on store status, giving the brand the opportunity to deeply reach communities with both sales-driven and/or purpose-driven content.

To measure foot traffic to locations, campaigns published from Tiger Pistol were linked to a specialized data set that tracks device IDs and other consumer signals passively across the United States. The platform worked with Facebook to match the consumer data set with the retailer's campaign performance data to surface users who saw the ads and then visited a local store.

LOCAL PAGE AD SPONSORSHIP

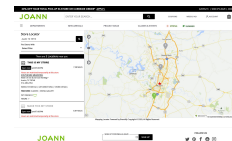
JOANN
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JOANN Fabric and Craft Stores (Amarillo, TX)

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.

BRAND CREATED IMAGE



COPY CONSISTENT WITH CAMPAIGN TONE AND MESSAGE



DRIVES CONVERSIONS TO A DYNAMICALLY UPDATED STORE LOCATOR PAGE

RESULTS

3M+

Consumers reached

~11M

Impressions

36%

More cost effective than national campaigns

4 out of 5

Ads clicked resulted in store visits