

LAUNDROMAT MARKETING CASE STUDY

Dual-Unit Laundry Operator Reaches Specific Markets & Locations to Bring in New Customers

Goal Attract new customers with laundry needs.

How did we do it? By utilizing addressable audience targeting, site retargeting, geofencing and Connected TV.

Strategies

1. Target people doing laundry in competitor locations with digital display & video ads.
2. Curated addressable audiences across 10 zip codes to target renters, mothers, and single men with laundry services ads.
3. Installed website retargeting pixel to website to tag website visitors & encourage a return visit to client's website.
4. Install phone tracking pixel to measure users that clicked or saw ads then clicked to call from the website.
5. Installed form fill tracking pixels for users that click or viewed ads then submitted form.
6. Connected TV – delivered streaming TV ads for local viewers

Key Solutions

Addressable Audience Targeting

195,017 Unique Users Reached

Website Retargeting

Rolling audience size of 5K Users

Geofencing

20 Competitor locations targeted

Connected TV

10K Impressions delivered per month



AUDIENCE TARGETING

- People in competitor locations
- Renters
- Mothers with children ages 0-12
- Single Men 25-54

DISPLAY ADS

We designed ads with the following messages.

1. Tired of that dirty apartment laundry room? Your new laundry palace awaits.
 2. Save time! Wash and dry within an hour. With our hot dryers.
 3. Save time! Wash and dry within an hour. With our giant dryers.
4. Laundry made easy. 1. You drop off 2. We do your laundry for you.
 5. Don't break your household machine. Drop off your comforter.
6. Don't waste hours at the laundromat. Schedule a pick-up and free yourself.

DISPLAY ADS CONTINUED

1. Spring cleaning. Get your winter coats clean.
2. We pick up your dirty laundry. And drop it off clean the very next day.
3. Your new laundry palace awaits. Self service, Wash & fold, Pick up & delivery, Dry cleaning
4. Your new laundry palace is here. Plenty of parking, Large machines, Always staffed
5. It's a busy world. Let us do your laundry.

RESULTS

Creatives

Display & Video

2,224,594

Impressions

336

Store Walk-Ins

2,678

Clicks

0.12%

Click-through Rate