



Structube takes modern approach to reach in-market contemporary furniture buyers

STRUCTUBE

Company Overview

With over 70 retail locations and 650 employees, Structube is now the leading retailer of contemporary and modern home furniture in Canada.

“Last year we tested ‘search powered audiences’ within a 3-tier campaign approach with the objective of driving awareness while keeping performance. We were impressed that we surpassed our ROAS goal by 4x. These types of results not only grew our business, but they built trust to keep testing new tactics for upcoming campaigns.”



SAMUEL FLORES
MARKETING MANAGER, STRUCTUBE

CHALLENGE

Structube wanted to increase online revenue during the key Q4 period, especially around major shopping days. While Quantcast was successfully driving acquisitions through direct response media, it was essential to expand activity to the consideration phase and in-market audiences without compromising performance.

SOLUTION

In order to achieve Structube’s goal and to drive users down the purchasing funnel online, a strategy with three key pillars was developed. First, they wanted to reach prospects early in their research phase with ‘search powered audiences’ to bring Structube top-of-mind when these customers are in-market. Next, they added an additional focused campaign from October to December to deliver relevant holiday messaging around sale dates. Finally, they increased the intensity of the always-on campaign to capture the stronger demand of the busy Q4 period.

RESULTS

Structube’s investment in a more holistic online strategy through Quantcast’s ‘search powered audiences,’ as well as heavy-ups and holiday messaging around Black Friday, Cyber Monday, and Boxing Day, were able to bolster site visits and increase revenue without losing any efficiency during peak season. Structube achieved 65% lift in site visits due to their brand and direct response investments. They surpassed their return on ad spend (ROAS) goal for direct response media by 4x.

HIGHLIGHTS



4x

ROAS (vs. goal for direct response media)



65%

lift in site visits