CommuteStream
CASE STUDY

Driving Foot Traffic

Nothing Like It Smoke & Vapor

The popularity of e-cigarettes, otherwise known as “vape pens” continues to grow, and as a result local smoke shops are experiencing a revival.

Goal:
Nothing Like It Smoke & Vapor needed new local customers, particularly those who are likely to come back to refill their vape pens and spend additional dollars on other offerings.

The client was looking to maximize their small and fluctuating monthly marketing budget and maintain real-time control over spending.

Services:
To eliminate creative costs, the client used CommuteStream’s “Deal” banners. These templates are easy to use and can be changed at any time through a user-friendly dashboard.

This same dashboard allowed them to start and stop their ads at anytime, as well as alter the daily spending to meet their needs.

Strategy:
CommuteStream gives small business real-time control over their creative, targeting, daily spending, and down-to-the-hour scheduling.

Hyper-local targeting was implemented for train and bus stops within 0.2 miles of the store and the daily spend was initially set to $5, providing 125 daily impressions.

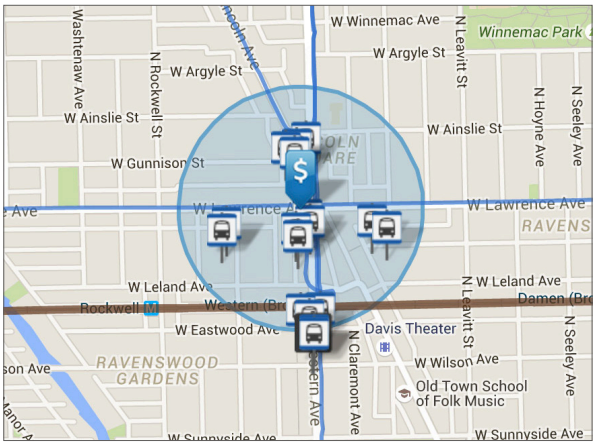
Results:
Within the first few hours of activating their campaign, Nothing Like It Smoke & Vapor had their first patron walk through the door and take advantage of their “30% Off all Vape Pens” deal.

With tight targeting and minimal spend, the client enjoyed continued success by keeping deals fresh and relevant (e.g. “20% Off Everything for Mother’s Day”), and adjusting spend to meet their fluctuating budget.

Key Metrics:

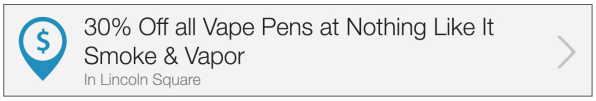
1,231 Impressions Delivered
1.22% CTR
26 Weeks Running (off and on)

Targeting:



Extremely tight, yet effective targeting for reaching new local customers.

Creative:



Deal banner designed to fit the theme of transit apps.

Client Testimonial:

“It’s easy and the results are instant! Didn’t take longer than a day to have a customer walk in with phone in hand asking about our deal. My favorite thing about CommuteStream is having total control of how much I plan to spend on my campaign and when to start rolling out our advert. Affordable, simple and a great tool for local business.”

Francisco Melendez
Nothing Like It Smoke & Vape Shop

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