



## HOLIDAY TRAFFIC

We consistently work with Ulta Beauty on their grand opening activations. However, for this campaign, they wanted to boost foot traffic at four Philadelphia-area locations during the holiday shopping season. Starting on Black Friday and running for three weeks, a mobile billboard dominated the shopping areas in close proximity to the Ulta Beauty stores.

We were also able to match their special offer to the right audience digitally by serving display ad impressions to:

- Beauty enthusiasts
- ULTA Beauty look-alike audience based on current app users
- Recent competitor store shoppers, using historical location data
- Shoppers near ULTA Beauty locations



507,538

Mobile Impressions



4,281

Total Clicks



0.84%

Click-Through-Rate

“Working with **do it outdoors media** has been a remarkable experience. This continues to be a unique way to reach our local audiences.” // **Casey Foxen, Integrated Marketing Manager, Ulta Beauty**

## ABOUT THE CLIENT



Since opening their first store in 1990, Ulta Beauty has grown to become the top national retailer providing “All Things Beauty. All in One Place.™” It is the premier beauty destination for cosmetics, fragrance, skin care products, hair care products and salon services.

**do it outdoors media** is the largest national mobile billboard and field marketing company.

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