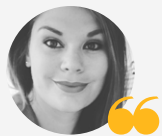




Geo-targeted offers

A select number of Staples stores ran a money-off promotion. To maximise content relevancy, Staples used geo-fencing to target openers with the offer content when they were within 15km of a participating store.



"This campaign was a great way to ensure maximum email experience and content relevancy - only those close to a participating store saw the offer and by incorporating the store details in the offer image, openers knew exactly what store they needed to go to - very useful when Staples have a lot of stores in close proximity!"

Jordan Sawyer, Staples Account Manager, Kickdynamic

