

BRINGING GOOD HOME



Teemo Helps Expand Goodwill's Programs by Driving Shoppers to Stores

QUICK FACTS:

Goodwill is a **NETWORK** of **161** COMMUNITY ORGANIZATIONS that sell material donations

87% OF THE REVENUE from Goodwill purchases goes towards helping provide job training and other services for families in need.

EVERY **25** S Goodwill helps someone find a job

OUR CHALLENGE:

Good jobs provide pride and stability for families, but many workers need additional training — and support for their families while they learn the skills for success. Goodwill's programs provide training, jobs and hope to families.

By shopping at their network of stores, consumers can improve access to these programs and change lives. What's the best way to drive more shoppers to choose Goodwill?

OUR SOLUTION:

We tapped Teemo, a performance marketing platform that combines a deep understanding of offline consumer behavior and algorithmic learning to produce measurable, highly accountable in-store visits.

Teemo created a robust profile of the typical Goodwill shopper, which was then combined with other information, including geolocation and data about shoppers who had recently visited a Goodwill store. For one month, the Ad Council served these shoppers mobile ads to drive further visits in their area.

OUR RESULTS:

Campaign ads were delivered to 1,309,076 devices, resulting in 7,728 visits throughout the country. In total, these visits resulted in an additional \$8,000 in value to expand Goodwill's mission.

This campaign enabled the team to create a fuller profile of Goodwill shoppers and pinpoint which strategy was most effective by evaluating engagement by location and specific devices.

PARTNERSHIP ELEMENTS

- Used location-based targeting and AI to pinpoint people more likely to make a Goodwill purchase & evaluate lift on visit rates

Goodwill partnered with Teemo and the Ad Council to create a location-based advertising solution for job training, and community services. The results exceeded expectations and encouraged people to be job creators and hometown heroes in their local communities.

– Lauren Lawson-Zilai, Senior Director, PR, Goodwill Industries International

AT A GLANCE:
1,309,076 devices reached
7,728 visits delivered to Goodwill stores
\$8,000 contributed in added value to Goodwill's mission