

# National World Ad Manager



## Case Study



## How to get noticed

Creative Edge is a full-service agency, specialising in digital marketing, website development, workwear, corporate clothing and PPE. They used National World Ad Manager to run a sale campaign for their client Home Outlets' furniture sale.

### **The Objective: Site traffic, lead generation and sales**

Creative Edge's goal was to promote a Home Outlets sale and offers to generate website traffic, leads and ultimately sales.




### **The Message: An Unmissable Furniture Sale**

Creative Edge used our local geo-targeting to reach an engaged local audience, aged 25+ with their price-led creative treatments.

### **The Result: The numbers speak for themselves**

 **37%** Increase in Action Intent

 **300%** Increase in site traffic

### **The Feedback**

"Not only did we achieve a 37% rise in expression of intent to buy, but also a healthy lift in brand awareness and consideration as well. Being able to present metrics beyond click-through rate is important. We'll 100% use National World Ad Manager again.

"The navigation around the platform is very good and account management is brilliant. I would recommend it to other agencies and local businesses."

Tony Meola, Managing Director & Co Owner

**National World**  
Ad Manager