



# New Balance Case Study (Social) 12 Month Time Period

## AT A GLANCE

New Balance (NBO) is a multi-location New Balance Franchisee with locations in cities including - Baton Rouge, Huntsville and the Chicago Area.

### Metrics Over 12 Months

Below are the two key metrics we look at for our clients at Omni for in-store sales. Number of transaction and the overall ROAS to know the ROI for our clients.



9,140

Total Transactions



27.08

ROAS

## CHALLENGES



New Balance (NBO) came to Omni from using a prior advertising agency provider. What they found in Omni was a better POS connectivity solution in our software, Omni Lightning. It doubled the number of consumers NBO could target on social media.

## SOLUTIONS



NBO utilizes Omni's Facebook, Instagram, and SMS marketing solutions.



Facebook Advertising



Instagram Advertising



SMS Marketing

## OVERALL RESULTS



Revenue Generated

1

\$1,701,109.69

Ad Spend

2

\$62,811.73

Overall Reach

3

1,180,000



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# Brown's Shoe Fit Case Study (Email & SMS)

## 3 Month Time Period

### AT A GLANCE

Brown's Shoe Fit Cedar Falls is a single location with a major eCommerce site.

### Metrics Over 3 Months

Below are the two key metrics we look at for our clients at Omni for in-store sales. Number of transaction and the overall ROAS to know the ROI for our clients.



560

Total Transactions



19.80

ROAS

### CHALLENGES



Brown's Shoe Fit in Cedar Falls missed out on opportunities by consumers who came to their eCommerce site and did not purchase. Through email and SMS, we were able to convert this traffic and lead to a better overall ROI.

### SOLUTIONS



Brown's Shoe Fit utilizes Omni's Facebook, Instagram, Email, and Texting solutions services.



Facebook Advertising



Instagram Advertising



Email Marketing

### OVERALL RESULTS



Email Revenue Generated

1

\$78,429

Email Mass Send Revenue

2

\$14,991

Email Automation Revenue

3

\$63,438



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# Fitness Sports Case Study (Email) 3 Month Time Period

## AT A GLANCE

Fitness Sports is a 3 location Run Specialty retailer based in Iowa.

### Metrics Over 3 Months

Below are the two key metrics we look at for our clients at Omni for in-store sales. Number of transaction and the overall ROAS to know the ROI for our clients.



**606**  
Total Transactions



**16.39**  
ROAS



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## CHALLENGES



Fitness Sports had no tie-in with its POS system and email marketing program. Omni utilized Omni Lightning and connected RICS to its email platform. This allowed Fitness Sports to have better tracking and data usage.

## SOLUTIONS



Fitness Sports utilizes Facebook, Instagram, and email marketing through Omni.



**Facebook Advertising**



**Instagram Advertising**



**Email Marketing**

## OVERALL RESULTS



**Email Revenue Generated**  
**1** \$91,062

**Email Mass Send Revenue**  
**2** \$75,429

**Email Automation Revenue**  
**3** \$15,633



# Wagner's RunWalk Case Study (Social)

## 12 Month Time Period

### AT A GLANCE

Wagner's RunWalk is a 2 location Run Specialty retailer in Alabama.

### Metrics Over 12 Months

Below are the two key metrics we look at for our clients at Omni for in-store sales. Number of transaction and the overall ROAS to know the ROI for our clients.



**8,940**

Total Transactions



**26.99**

ROAS

### CHALLENGES



Wagner's Runwalk came to Omni utilizing RICS and Shopify, and from day 1, they trusted us. Having RICS was huge and having phone numbers and emails on all customers led to Omni being able to full leverage their POS data in the advertising process.

### SOLUTIONS



Wagner's RunWalk utilizes Facebook, Instagram, email marketing, and SMS marketing.



**Facebook Advertising**



**Instagram Advertising**



**SMS Marketing**

### OVERALL RESULTS



**Revenue Generated**

**1**

**\$1,253,633.11**

**Ad Spend**

**2**

**\$46,455.47**

**Overall Reach**

**3**

**576,800**



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# Wagner's RunWalk Case Study (SMS)

## 12 Month Time Period

### AT A GLANCE

Wagner's RunWalk is a 2 location Run Specialty retailer in Alabama.

### Metrics Over 12 Months

Below are the two key metrics we look at for our clients at Omni for in-store sales. Number of transaction and the overall ROAS to know the ROI for our clients.



**632**

Total Transactions



**54.45**

ROAS

### CHALLENGES



Wagner's Runwalk came to Omni utilizing RICS and Shopify, and from day 1, they trusted us. Having RICS was huge and having phone numbers and emails on all customers led to Omni being able to full leverage their POS data in the advertising process.

### SOLUTIONS



Wagner's RunWalk utilizes Facebook, Instagram, email marketing, and SMS marketing.



**Facebook Advertising**



**Instagram Advertising**



**SMS Marketing**

### OVERALL RESULTS



**SMS Revenue Generated**

**1**

**\$94,856**

**SMS Mass Send**

**2**

**\$65,354**

**SMS Automation Revenue**

**3**

**\$29,502**



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# Tops Shoes Case Study (Social) 3 Month Time Period

## AT A GLANCE

Tops Shoes is a multi Location shoe retailer in Arkansas.

### Metrics Over 3 Months

Below are the two key metrics we look at for our clients at Omni for in-store sales. Number of transaction and the overall ROAS to know the ROI for our clients.



**858 (ALL NEW CUSTOMERS)**  
Total Transactions



**8.2**  
ROAS

## CHALLENGES



Tops Shoes was skeptical at first when they met with us at Omni. By the end of the call, they believed we could help them grow. Growth is what we have brought them! Utilizing their RICS data in the ad process has brought many new customers to their stores.

## SOLUTIONS



Tops shoes utilizes Facebook, Instagram, and SMS marketing services at Omni.



**Facebook Advertising**



**Instagram Advertising**



**SMS Marketing**

## OVERALL RESULTS



**Revenue Generated**  
**1** **\$153,134.85**

**Ad Spend**  
**2** **\$18,673.53**

**Overall Reach**  
**3** **672,220**



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# K&D Warehouse

## Case Study (Social)

### 30 Day Time Period

#### AT A GLANCE

K&D Warehouse is a single location shoe retailer in Georgia.

#### Metrics Over 30 Days

Below are the two key metrics we look at for our clients at Omni for in-store sales. Number of transaction and the overall ROAS to know the ROI for our clients.



**585**  
Total Transactions



**77.04**  
ROAS

#### CHALLENGES



K&D Warehouse came to Omni with the goal of utilizing their POS data in a more targeted way in their Facebook and Instagram advertising to drive both new and existing customers back to their business.

#### SOLUTIONS



K&D Warehouse utilizes Omni's Facebook and Instagram Ad services.



**Facebook Advertising**



**Instagram Advertising**



**Omni Lightning**

#### OVERALL RESULTS



**1** Revenue Generated  
**\$71,875.92**

**2** Ad Spend  
**\$932.97**

**3** Overall Reach  
**205,890**



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# Gingerbread Man Running Case Study (Social) 3 Month Time Period

## AT A GLANCE

Gingerbread Man Running is a 3 location Run Specialty retailer based in Pennsylvania.

### Metrics Over 3 Months

Below are the two key metrics we look at for our clients at Omni for in-store sales. Number of transaction and the overall ROAS to know the ROI for our clients.



**545**  
Total Transactions



**37.23**  
ROAS

## CHALLENGES

Gingerbread Man Running had been in business for nearly a decade and wanted to start to scale their business. They utilize RICS as their POS system and wanted to leverage the data inside RICS in their Facebook/Instagram advertising and email and SMS marketing.

## SOLUTIONS

Gingerbread Man Running utilizes all of Omni's services | Facebook, Instagram, email and SMS services



**Facebook  
Advertising**



**Instagram  
Advertising**



**Email  
Marketing**

## OVERALL RESULTS

Revenue Generated

1

**\$71,974.53**

Ad Spend

2

**\$1,933.35**

Overall Reach

3

**46,930**



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# Chiappetta Shoes Case Study (Email) 3 Month Time Period

## AT A GLANCE

Chiappetta Shoes is a single location shoe retailer based in Wisconsin.

### Metrics Over 3 Months

Below are the two key metrics we look at for our clients at Omni for in-store sales. Number of transaction and the overall ROAS to know the ROI for our clients.



**1,258**  
Total Transactions



**44.30**  
ROAS

## CHALLENGES



Chiappetta has been in business for a LONG time. Over 100 years, to be exact! They have also used RICS as their POS system for a long time. They had all this data but didn't know how to use it on their customers. We here at Omni helped them grow with their DATA!

## SOLUTIONS



Chiappetta utilizes Omni on their Facebook and Instagram advertising as well as email marketing.



**Facebook Advertising**



**Instagram Advertising**



**Email Marketing**

## OVERALL RESULTS



**1** Email Revenue Generated  
**\$216,122**

**2** Email Mass Send Revenue  
**\$197,093**

**3** Email Automations Revenue  
**\$19,028**



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# Brainsport

## Case Study (Social)

### 12 Month Time Period

#### AT A GLANCE

Brainsport is a single location shoe retailer based in Canada.

#### Metrics Over 12 Months

Below are the two key metrics we look at for our clients at Omni for in-store sales. Number of transaction and the overall ROAS to know the ROI for our clients.



**4,003**

Total Transactions



**37.16**

ROAS



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#### CHALLENGES



Brainsport is a run specialty retailer based in Canada. They had grown drastically but wanted better reporting to give to brands to generate more co-op dollars. They also wanted to know from these dollars how many people came in-store to purchase.

#### SOLUTIONS



Brainsport utilizes Omni on their Facebook and Instagram advertising.



**Facebook Advertising**



**Instagram Advertising**



**Omni Lightning**

#### OVERALL RESULTS



**Revenue Generated**

**1**

**\$761,359.67**

**Ad Spend**

**2**

**\$20,490.28**

**Overall Reach**

**3**

**114,640**



# The Heel Shoe Fitters Case Study (Social)

## 5 Month Time Period

### AT A GLANCE

The Heel is a single location shoe retailer based in Wisconsin.

### Metrics Over 5 Months

Below are the two key metrics we look at for our clients at Omni for in-store sales. Number of transaction and the overall ROAS to know the ROI for our clients.



**8,680**

Total Transactions



**43.83**

ROAS



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### CHALLENGES



The Heel is a bedrock retailer of the Green Bay, WI community. The Heel wanted to better target their Lightspeed POS data and track the ROI of in-store sales through Omni Lightning. They had thousands of customers and wanted to draw them back in-store while also getting new customers.

### SOLUTIONS



The Heel utilizes Omni on their Facebook and Instagram advertising.



**Facebook  
Advertising**



**Instagram  
Advertising**



**Omni  
Lightning**

### OVERALL RESULTS



#### Revenue Generated

1

**\$1,141,739.88**

#### Ad Spend

2

**\$26,051.28**

#### Overall Reach

3

**1,330,000**



# Benders Shoes

## Case Study (Social)

### 12 Month Time Period

#### AT A GLANCE

Bender's is a 3 location shoe retailer based in Minnesota.

#### Metrics Over 12 Months

Below are the two key metrics we look at for our clients at Omni for in-store sales. Number of transaction and the overall ROAS to know the ROI for our clients.



**7,580**

Total Transactions



**40.72**

ROAS

#### CHALLENGES



Benders Shoes was in a position where they wanted to take their Facebook and Instagram advertising to the next level. They saw in Omni the capability to leverage their POS data. Across their 3 locations, they could target their existing customers and draw in new customers.

#### SOLUTIONS



Initially, Bender's Shoes only used Omni for social media, then, they added email over time as well sending 3 targeted emails per month.



**Facebook Advertising**



**Instagram Advertising**



**Email Marketing**

#### OVERALL RESULTS



**Revenue Generated**

1

**\$847,310.68**

**Ad Spend**

2

**\$20,810.32**

**Overall Reach**

3

**177,340**



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# Big River Running Case Study (Social)

## 3 Month Time Period

### AT A GLANCE

Big River is a multi location Run Specialty retailer based in Missouri.

### Metrics Over 3 Months

Below are the two key metrics we look at for our clients at Omni for in-store sales. Number of transaction and the overall ROAS to know the ROI for our clients.



**262**  
New Customers



**17.29**  
ROAS

### CHALLENGES



Big River used a different ad firm before hiring Omni for their Facebook and Instagram advertising. They loved that Omni Lightning could pull in phone numbers to match data and retarget customers ultimately leading to a better ROI.

### SOLUTIONS



Initially, Big River Running hired Omni to take over their Facebook and Instagram advertising. They have since started an SMS program with Omni as well.



**Facebook Advertising**



**Instagram Advertising**



**SMS Marketing**

### OVERALL RESULTS



**1** Revenue Generated  
**\$40,786.34**

**2** Ad Spend  
**\$2,358.75**

**3** Overall Reach  
**432,650**



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