



Retail

Case Study



— THE CHALLENGE —

CLIENT

Amazon Hub was actively looking to engage with local businesses in key areas to raise awareness to small business owners about Amazon Hub's Delivery Partners program.

THE CHALLENGE

Find business owners and entrepreneurs who may have interest in partnering with Amazon and operate in key areas.

GOALS

- PROGRAM AWARENESS
- ACCURATE AUDIENCE TARGETING
- BRAND SAFE ENVIRONMENTS

STRATEGY

After polygonning key businesses, Chameleon served custom mixed-digital ads (audio & display banners) to users who frequent small businesses in pre-identified areas (urban & rural ZIP) for significant amount of time (5 hours+ / day) who had relevant job titles (entrepreneur, owner, founder, CEO) to increase visibility, awareness, and sign ups.

— THE RESULTS —

5.9M
IMPRESSIONS

6K+
CLICKS

0.11%
CTR