

# Sparkfly created real-time, end-to-end insights for the world's largest cosmetics company.

## The Challenge

This industry leader needed to bridge the data gap between online research and in-store purchases so they could determine if all those mobile offers were actually leading to conversions.

## The Solution

Sparkfly's platform empowered the marketing team to track the campaign all the way from offer distribution to in-store point of sale at drug stores throughout Manhattan, in real-time. And thanks to Sparkfly's detailed, SKU-level reporting, they could measure closed-loop ROI at the item level.



**This innovative partnership allows for deeper engagement with the [drug store] customer, ultimately, to offer her a more personalized shopping experience.**

—VICE PRESIDENT OF ECOMMERCE & MULTICHANNEL

## Results

25%  
OF OFFERS VIEWED IN  
THE APP CONVERTED  
INTO IN-STORE  
PURCHASES

THE CAMPAIGN  
INCREASED THE BRAND'S  
AVERAGE IN-STORE  
CONVERSIONS BY

30%

PURCHASE TRENDS  
HELPED OPTIMIZE  
FUTURE MOBILE  
DISCOUNTS AND  
INCENTIVES

## Offer Capabilities



Single-Use Code Generation



Real-Time Validation



Real-Time Attribution



Bi-Directional POS Integration

## ABOUT SPARKFLY

Sparkfly is an offer management solutions company that helps marketers maximize customer acquisition and loyalty programs by connecting real-time consumer behavior with online and in-store sales.