Men’s Wearhouse increased offer awareness and in-store traffic related to their seasonal promotion.

Men’s Wearhouse, a menswear chain, explored the impact of targeting drivers with a special offer related to their National Suit Drive. In one month, thousands of users saved the offer and navigated to the advertised stores.

“Waze proved to be the perfect marketing channel to raise awareness around our charity event, and more importantly, drove consumers to our physical locations.”

- JENNIFER SEIGAL
Digital Marketing Manager for The Men’s Wearhouse

CAMPAIGN EXECUTION

By incentivizing consumers to donate clothing with a 50% in-store discount, Men’s Wearhouse successfully drove 8.1K people to store locations during the month-long campaign. 3.65K drivers saved the offer to their inbox which allowed the brand to not only deliver additional information to those engaged users, but target them with a reminder before the offer expired.

MEN’S WEARHOUSE
7/1/15 - 7/31/15

GOALS
Increase awareness of National Suit Drive.

APPROACH
Incentivized donating by offering an in-store discount

RESULTS
- IMPRESSIONS: 5.3M
- NAVIGATIONS: 8.1K
- SAVED OFFERS: 3.65K+
- PUSH NOTIFICATIONS: 700+

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