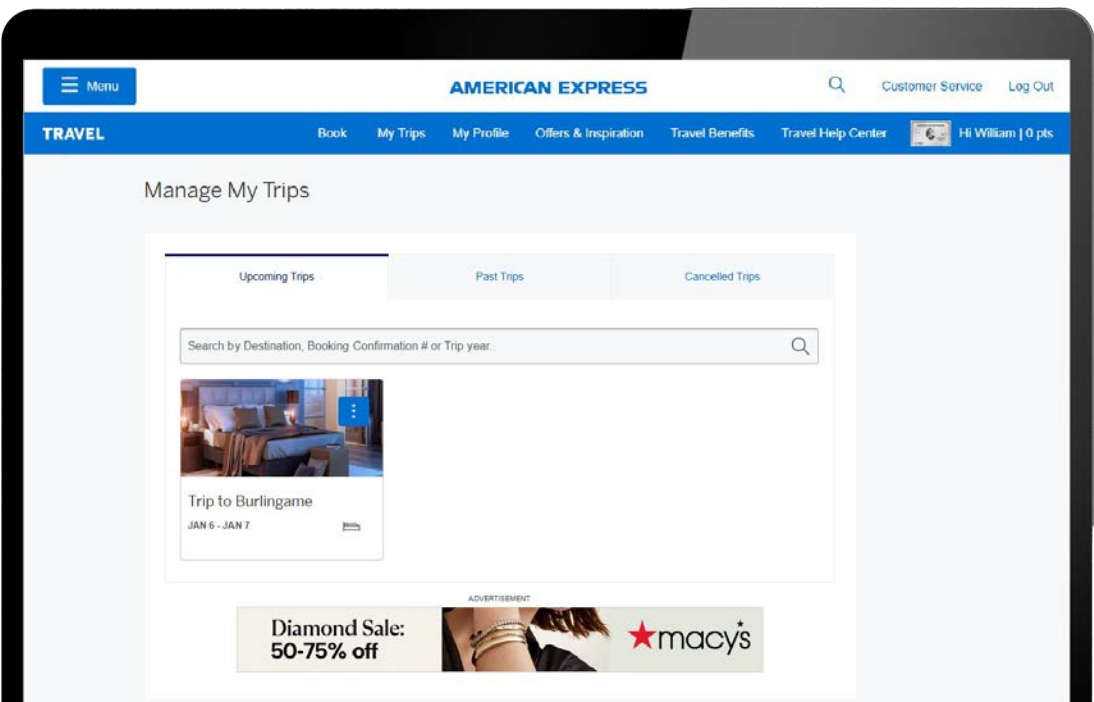




Digital Advertising that Helps Deliver Online & In-Store Sales



The Challenge

With over 450 brick-and-mortar stores in the U.S., how can an omni-channel retailer with a strong e-commerce platform use digital advertising, targeted to Amex Card Members, to help drive sales both online and in-store?

The Solution

Early in the first half of 2025, Amex Ads enabled Macy's to reach highly active Card Members by leveraging Amex's rich first-party data, which includes verified Card Member transaction and demographic data, within a privacy-first and environment focused on brand safety. With Amex Ads' measurement platform, Macy's could see the impact of its campaigns on both online and in-store sales.

The Amex Ads measurement platform, powered by first-party transaction data, provided Macy's with a clear view of total attributed sales¹ across Macys.com and physical store locations. This allowed Macy's to not only quantify overall sales but also understand the value of those purchases.

The campaign delivered a strong \$10 Return on Ad Spend (ROAS)¹. By incorporating a control group, Amex Ads demonstrated true incremental impact: compared to audiences who did not see the ads², Macy's achieved a 12% increase in average spend per transaction and a 7% increase in average spend per Card Member. Ultimately, Macy's successfully drove measurable sales across channels while gaining actionable insights to inform and help optimize future media investments.

¹Based on a free pilot program; Return on Ad Spend (ROAS) = Total Attributed Spend / Media Cost. Total Attributed Spend is based on purchases made by American Express Card Members, calculated using Macy's preferred attribution windows for click and view-through conversions. Media Cost is based on an estimated value determined by American Express.

²Incrementality was determined using a control group of 15% of eligible Card Members. Control group was excluded from seeing ads.

The Impact

\$10

ROAS

7%

Increase in avg spend
per Card Member

12%

Increase in avg
spend per transaction