

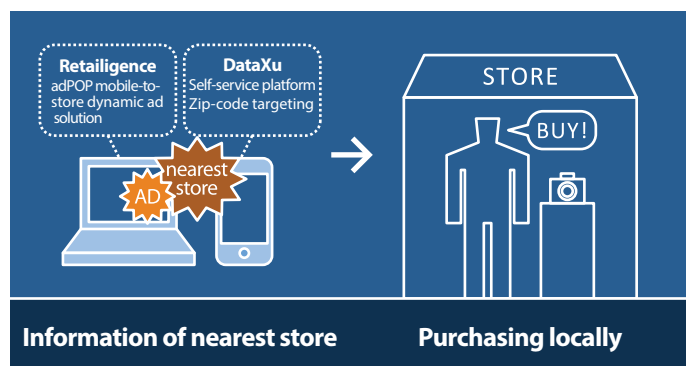
Retailigence and DataXu deliver a one-two punch for brick-and-mortar retail to improve traditional advertising metrics and in-store results

1. Challenge



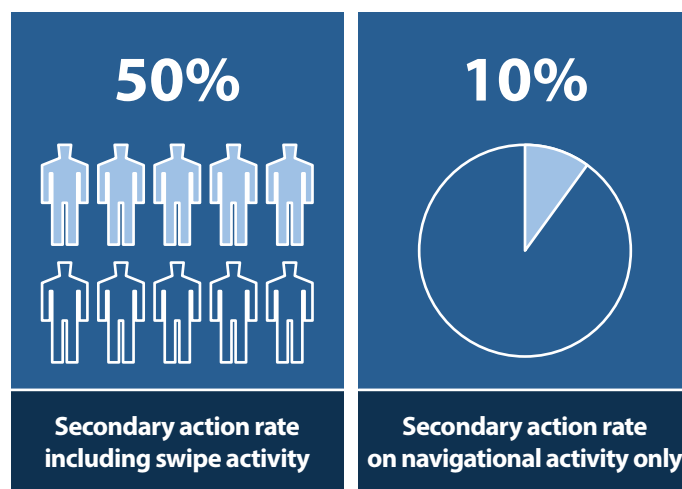
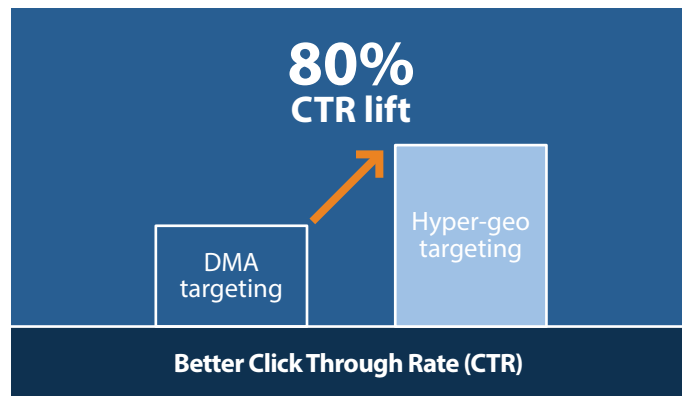
Facing a highly competitive holiday season, a national retailer wanted to capture last minute holiday shoppers who were within a few miles of their brick-and-mortar stores. To capture more shopper dollars, the retailer focused on providing a superior customer experience. That meant delivering flexibility and personalization both in-store and online, regardless of the advertising channel. To achieve this, the national retailer required partners with the ability to drive traffic via mobile advertising to both their local retail stores and mobile site, while ensuring that their mobile campaign messaging aligned with their broader marketing plan.

2. Solution



With the goal of increasing in-store and online conversions through the mobile channel, the retailer selected Retailigence and DataXu to work together in delivering a seamless consumer experience. Using Retailigence's adPOP mobile-to-store dynamic ad solution, coupled with DataXu's self-service platform and zip-code targeting, a hyper-local radius was built around each of the retailer's hundreds of U.S. stores. Then localized smartphone ads were dynamically served to shoppers based on the store located closest to them. To further enhance the experience, these mobile consumers were able to click through and engage with a localized microsite where they could browse local sales and merchandise or complete a purchase online.

3. Results



With hyper-geo targeting and tailored content employed for this campaign, shoppers clicked and engaged at higher rates

- Up to 80% lift in Click Through Rate (CTR) with zip code targeting as compared to DMA targeting
- Over 50% shopper secondary action rate on microsite (includes swipeable touch screen activity)
- Over 10% secondary action rate when considering only navigational activity

This also led to increased in-store conversions as they followed through, located the nearest store and completed their holiday shopping.

4. Summary

Retailigence and DataXu's one-two punch of hyper-geo targeting and dynamic creative, along with turnkey delivery on a national scale, was a winning combination for this brick-and-mortar retailer.

To find out if adPOP will work for your next mobile path-to-purchase campaign, please contact us at adPOP@retailigence.com