

PlaceIQ proactively holds out 10% of its users from ever receiving an ad. With over 10 million unique users that are continuously verified and updated to remain both targetable and representative, our B Group contains an identical, statistically significant control group for any targeting tactic.

CAMPAIGN OBJECTIVES

- Drive in-store traffic to national Big Box Retailer and capture increased purchases related to the Super Bowl
- Integrate with Big Box Retailer's CRM database to reach and message loyal customers
- Use PlaceIQ's new Place Visit Rate (PVR®) A/B controls to measure changes in store visitation of Big Box Retailer's customer base

APPROACH

Use the combined power of PlaceIQ and the Big Box Retailer's CRM data to target 5 groups of shoppers:

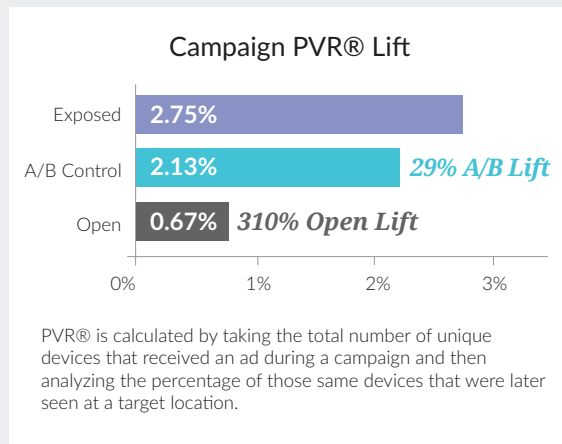
- NFL TV Viewer + Big Box Retailer Customers
- Hispanic + Big Box Retailer Customers
- African American + Big Box Retailer Customers
- Chief Household Officer + Big Box Retailer Customers
- Big Box Retailer Customers

A/B TEST METHODOLOGY



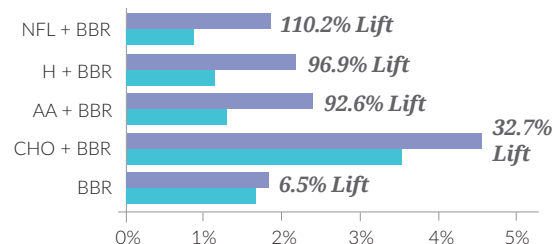
- 1 PlaceIQ withholds 10% of users from **ever** receiving a PlaceIQ-served ad
- 2 Users from the 10% make up the control groups for each target audience
- 3 Target audiences receive campaign ads while control groups do not
- 4 PlaceIQ compares the PVR® of targeted audiences and their corresponding control groups to obtain A/B lift

PLACE VISIT RATE RESULTS



- Audiences exposed to Big Box Retailer's advertisements were almost **30% more likely to visit the retailer** than unexposed audiences in the A/B control group
- They were 310% more likely to visit than unexposed audiences in the open group

PVR® A/B Lift by Line Item



- Big Box Retailer Customers that also watch NFL television had the highest PVR® lift over unexposed audiences in the corresponding A/B control group
- Without adding PlaceIQ targeting, Big Box Retailer Customers had the lowest PVR® lift