

Case Study: Measuring Effectiveness of Combining Mobile & TV Ads to Drive Store Visitation

Major department store leverages mobile & TV ads, sees lift in store visits

CAMPAIGN OBJECTIVES

- Determine if mobile ads delivered to an audience also exposed to a TV campaign drives greater store visitation versus mobile or TV advertising alone
- Uncover the most effective approach to drive customers to desired retailer location
- Measure effectiveness of ads among existing retailer customers versus competitive shoppers

METHODOLOGY

- The Retailer Shopper segment was created as the baseline to measure if TV advertising on networks increased store visitation
- TV ads with mobile targeting was measured against TV advertising alone in driving store visitation

APPROACH

PIQ PrimeTime Targeting

- Target TV Network viewers on mobile that were likely to see the retailer's TV ad
- TV viewers that were not likely exposed to the ad

PIQ Audiences Targeting

- Target retailer's existing and competitive shoppers

Measurement

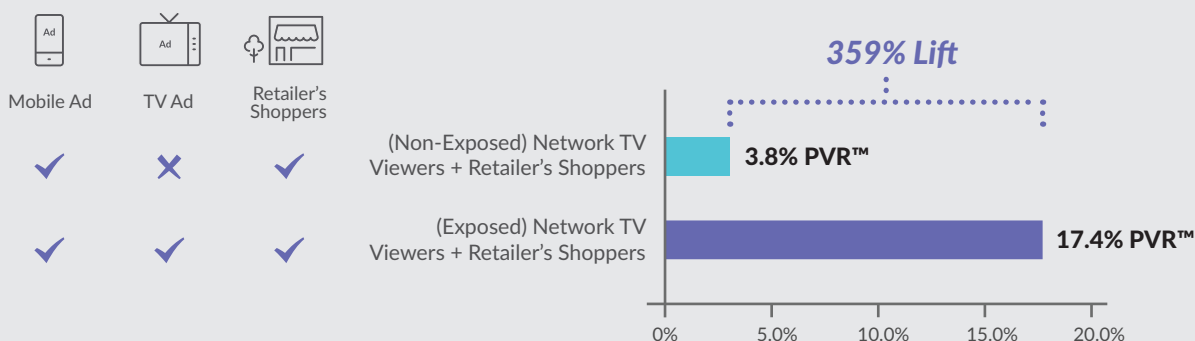
- Measure store visitation for each targeted group using PlaceIQ's Place Visit Rate (PVR™) metric to determine ad effectiveness

Analytics

- Utilize PIQ Analytics to uncover new insights and behaviors about the shoppers

RESULTS

Network TV Viewers & Retailer's Shoppers

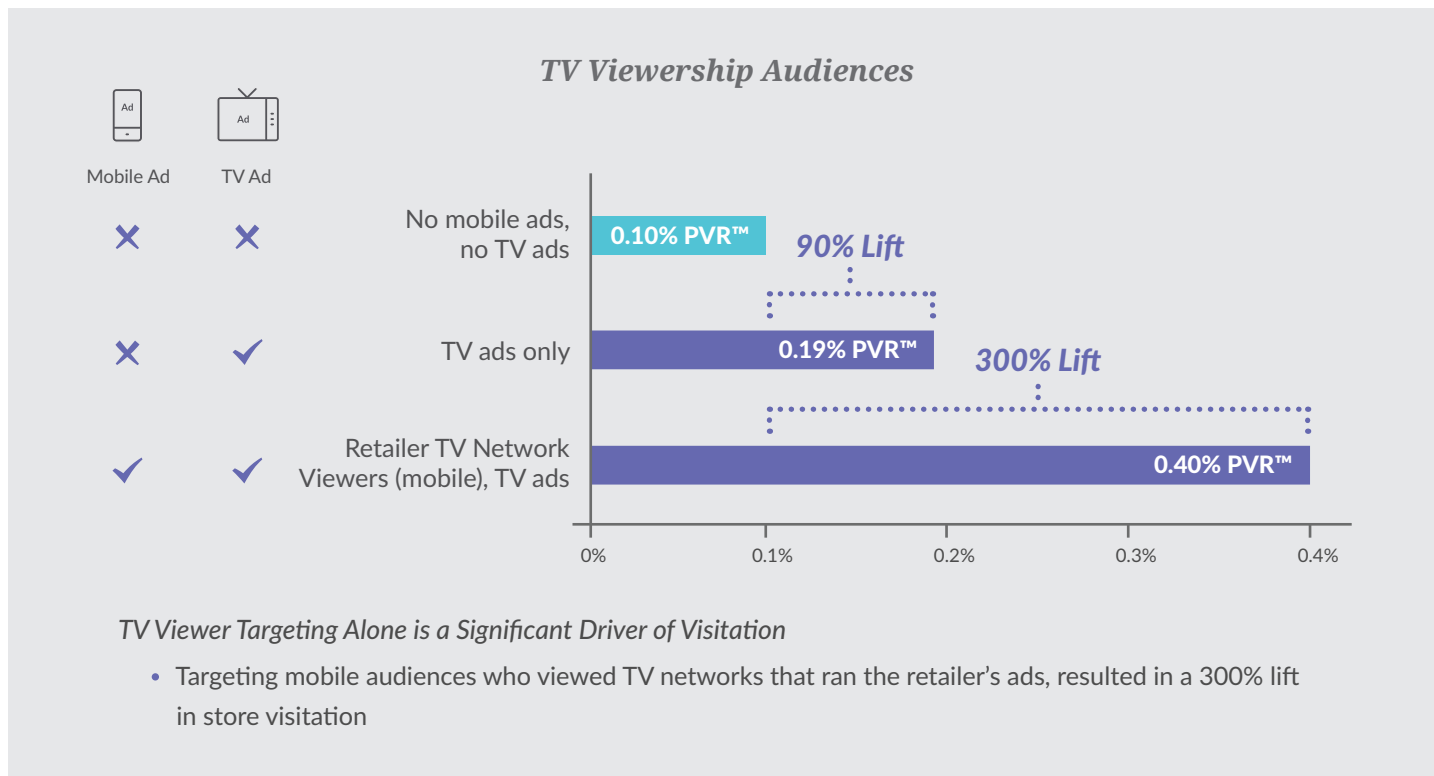


TV Viewer Targeting Correlates with Store Visitation

- Targeting mobile audiences that are already viewing networks with the retailer's TV ads, increased the likelihood of store visitation more than 3.5x

Case Study: Measuring Effectiveness of Combining Mobile & TV Ads to Drive Store Visitation

Major department store leverages mobile & TV ads, sees lift in store visits



PIQ ANALYTICS

- Retailer's shoppers more likely to be multicultural (Asian and Hispanic), middle- to upper-income
- More likely than average consumer to shop at:
 - Meijer and Costco
 - Home and department stores first
 - Electronic stores
- Least likely to visit discount stores
- More likely to go to the movies and bars; less likely to enjoy outdoor activities
- No major demographic differences exist between the retailer's shoppers and competitor's shoppers
- Competitor's shoppers are more likely to shop for necessities at big box and grocery stores

LEARNING

- Consumers that watch TV networks featuring a retailer's ads are more likely to visit the store
- By combining TV viewing behavior with shopper targeting, you can increase store visits by over 300% with mobile advertising
- TV and mobile advertising work better together; TV network targeting on mobile should supplement a TV buy
- Real shopper insights can be revealed when you combine location data, past shopper behaviors, and post campaign behaviors to better inform future campaign designs