

NATIONAL BRAND DRIVES IN-STORE FOOT TRAFFIC

OVERVIEW

A well-known automotive services brand with thousands of locations across the U.S. wanted to increase in-store foot traffic and effectively measure that lift. They selected us based on their ability to localize the national campaign to more than 2,000 store locations and their advanced location-based mobile advertising technology with online-to-offline attribution.

SOLUTION

Together, the brand, their marketing partner, and we developed a strategy to target local car owners at the time they were due for various automotive maintenance; conquest competitor locations; and measure incremental in-store foot traffic. The team build geo-fences around designated areas near each store location to reach people in close proximity and drew conversion zones around each of the advertiser's locations. A complementary Search Retargeting strategy targeted car owners who indicated interest based on their web activity for tire services, oil changes and more. Additionally, the campaign utilized Event Targeting, which allows advertisers to capture users from a location at an exact date and time period and serve them ads later. We built Event Targeting geo-fences around all local competitors in a 10-mile radius around each store and retargeted the users three months later at the time their next oil change would be due.

RESULTS

Using our Geo-Conversion Lift dashboard, the advertiser measured a 246% surge in incremental store visits attributable to the campaign.

246%

Foot Traffic Lift

CONVERSION
ZONES

2,132
STORES

TOTAL
CONVERSIONS

400,000

CATEGORY
AUTOMOTIVE
SERVICES