

### BACKGROUND

In the third quarter of 2016, ShopAdvisor worked with a major consumer electronic manufacturer to build awareness and consideration of two particular electronic products and drive foot traffic to select brick & mortar locations throughout the north eastern region. ShopAdvisor provided a one-stop-shop by powering the campaigns pre-targeting analysis, developing interactive creative, and executing the digital advertisements. With the help of a third party, ShopAdvisor was able to also create a foot traffic lift study that measured the effectiveness of the digital campaign.

### OBJECTIVES

- Build awareness around two particular computer products
- Drive online computer electronic shoppers into select brick & mortar locations
- Collect and analyze shopper demographics for use in future campaigns

### APPROACH

ShopAdvisor provided a one-stop-shop by:

- Creating custom, rich media mobile creative
- Implementing the ShopAdvisor API to power the nearby product finder showing retailer locations
- Serving banner ads to specific target lists
- Running an in-store foot traffic study to measure incremental percentage of the media campaign including additional insight into shopper audience

### RESULTS

The campaign delivered over 9.4 million impressions between a six week period, which included 1.5 million value-add impressions. Key findings from the campaign include:

- Delivered **9.4 million total impressions** served between 183 retail locations
- Drove 20,276 incremental visits to retailers, a **42.1% lift** compared to the people who did not see the ads
- Consumers were **4X more likely** to buy in-store than online with 2,282 “nearby” clicks compared to 600 “buy online” clicks
- 4 out of 5 retailers had a **75% or higher in-stock product rate**