In the first quarter of 2017, ShopAdvisor worked with a major consumer electronic manufacturer to build awareness and consideration around a 2-in-1 electronic product and to drive foot traffic to select brick & mortar locations throughout several regions in the U.S. ShopAdvisor was tasked with providing a mobile proximity marketing campaign that included pre-targeting analysis, developing interactive creative, executing the digital advertisements and driving foot traffic to selected locations.

**OBJECTIVES**

- Build awareness around the 2-in-1 electronic product while driving mobile shoppers to a product detail page on Microsoft’s site and into select brick and mortar locations nationwide
- Collect and analyze shopper traffic and demographics for use in future campaigns
**APPROACH**

ShopAdvisor provided the client with a one-stop solution that included:

- Custom, rich media mobile creative
- Implementation of the ShopAdvisor API to power the product finders showing the closest Microsoft locations
- Banner ads to specific target customer segment lists
- An in-store foot traffic study to measure incremental percentage of the media campaign including additional insight into shopper audience

**RESULTS**

Over the course of the two week campaign, ShopAdvisor delivered over 16.8 million shopper impressions, which included 1.5 million value-add impressions. Key findings from the campaign include:

- Delivered **16.8 million total impressions**
- Drove 17,406 incremental visits to retailers, a **61.9% lift** compared to the people who did not see the ads
- Consumers were almost **4x more likely to buy in-store** than online with 25,939 “nearby” clicks compared to 6,762 “buy online” clicks

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