CASE STUDY

Client: Wireless Carrier

Campaign Objectives

Drive conversions to carrier by spreading awareness of product promotion among consumers whose lifestyles and occupations require "one tough phone."

Switch now and get one tough phone.



Approach

- Created audience of "rugged professionals" based on devices that habitually visit relevant locations including John Deere, Pep Boys, AutoZone, and roofing suppliers using mobile carrier data.
- Analyzed the movement patterns of these consumers in order to dynamically reach them with DOOH ads where they have the highest propensity to be, not only when they are on the job, but also throughout the day.

Key Learnings

- Defining and targeting an audience based on physical world behavior drove lift in purchase intent and foot traffic over DOOH benchmarks, indicating location-based audience targeting reaches a more qualified audience than traditional DOOH tactics.
- While all digital place-based venues had a high propensity for target audience, different environments excelled at driving different KPIs.

Results



+80% lift

CONSIDERATION



+77% lift

PURCHASE INTENT



+5.1X lift

PROPENSITY TO VISIT STORE

Audience Targeting Visualization

REACHING RUGGED PROFESSIONALS IN NEW YORK CITY

