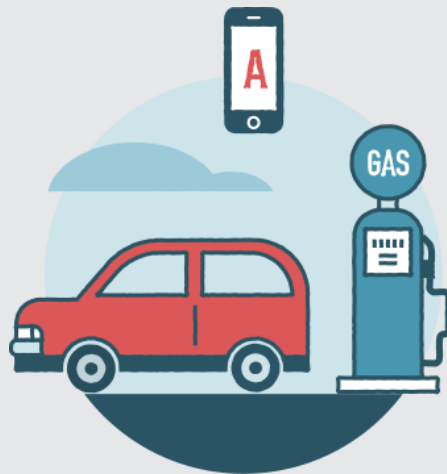# CASE STUDY

### Client: Gas - Retail

## Campaign Objectives

Retain brand loyalists and convert competitive audiences by driving usage of gas retailer's rewards app.

## Approach

- Leveraged mobile carrier data to analyze the movement patterns of frequent visitors to brand's gas stations and competitive gas stations, in order to reach these audiences with mobile messaging in locations where they had the highest affinity to be throughout the day based on habitual behavior.

- Reached loyalists with mobile messaging in proximity to brand's gas stations to drive app usage at point of purchase.

- Reached competitive audiences with mobile messaging in proximity to competitive gas stations to conquest these consumers when gas savings was top of mind.

## Key Learnings

- Activating media based on consumers' habitual behavior was more effective at driving app conversions among both brand loyalists and competitive audiences than leveraging proximity strategy to reach consumers at point of purchase.

- Activating media based on consumers' habitual behavior was a more efficient and scalable strategy for driving app conversions among both brand loyalists and competitive audiences than proximity strategy.

# Results

Compared to proximity targeting near gas stations, location affinity targeting based on movement patterns of habitual gas retail audiences drove:

## +85% lift
### APP CONVERSION RATE

## 46% decrease
### COST PER CONVERSION