Near Research
BWS (Beer Wine Spirits), Australia

Location Targeted Mobile Ads displaying store distance see 71% higher engagement compared to Targeted Mobile Ads without distance display
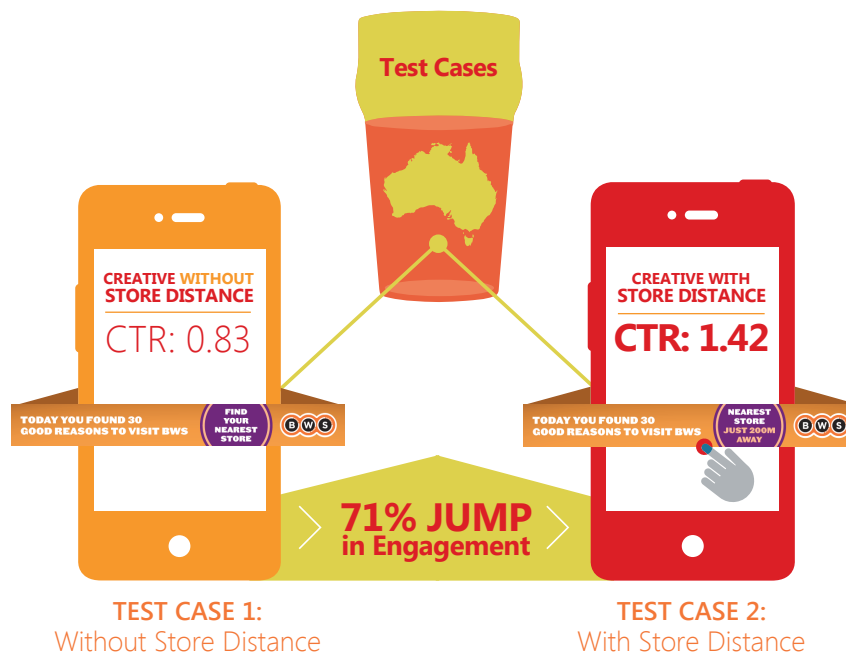
CHALLENGE:

BWS wanted to target consumers around their stores to promote the discount offer on their products. The Mobile Ads were to be shown to the audience above 18 years.

SOLUTION:

The campaign targeted consumers within a 2.5 km radius from the BWS stores above 18 years. The banner creative showed the promotional offer with the store distance from the consumer's location. Once the consumer clicked on the creative, the landing page gave the consumer the view route option to lead him to the store.

TEST CASE:

Simultaneously, a seperate campaign was run within 2.5 km from the BWS stores, but with a different banner. The creative carried the promotional offer but did not display store distance.

Test Cases

CREATIVE WITHOUT STORE DISTANCE
CTR: 0.83

TODAY YOU FOUND 30 GOOD REASONS TO VISIT BWS — FIND YOUR NEAREST STORE — B W S

CREATIVE WITH STORE DISTANCE
CTR: 1.42

TODAY YOU FOUND 30 GOOD REASONS TO VISIT BWS — NEAREST STORE JUST 200M AWAY — B W S

71% JUMP in Engagement

TEST CASE 1: Without Store Distance

TEST CASE 2: With Store Distance

CAMPAIGN SUMMARY

Location:
Australia

Objectives:
Promote BWS's promotion offer on their products to consumers around their stores across Australia

Solution:
Location & Audience Targeted Mobile Ads shown to consumers above 18 years, within a 2.5km from BWS stores

Ad Format:
Rich media with interactive features on the landing page- View Route option

Platforms:
Smartphones, Tablets

www.near.co

AD CREATIVES:

HEATMAP:

About Near

Near is the largest location intelligence platform providing real-time information on places, people and products. The Near platform powers its flagship product to leverage historical location and context for data driven marketing.

Founded in 2012, Near is headquartered in Singapore with a presence across Australia, South East Asia, Japan, India and Europe. To date, the company has more than 700 million profiled audiences and has put it to work for marquee brands such as P&G, Coca Cola, Ikea, Audi, McDonald's, Toyota, Nike and Samsung.

Near is backed by investments from leading venture capitalists Sequoia Capital, JPM Private Equity Group, Telstra Ventures and Global Brain Japan.

Visit www.near.co to find out more.

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