Shell Case Study: Competitor targeting & Consumer Insights
## Philippines

In today's increasingly competitive business environment, understanding their consumers can be challenging for many brands. With the mobile medium, there looks to be a solution in sight for gathering consumer insights and reaching out to these audiences in their own and competition stores.

Likewise, Shell, a global leader in oil and gas industry and a quality car service provider wanted to promote its products, expert mechanics, quick service, free internet along with its oil change services to the consumers in its own and competitor outlets like Petronas. The objective was to reach out to their consumers at the right time & place, since their consumers are on the move, making context and timing very important for their promotion.

Shell used Near's location intelligence to power their mobile campaign for this reachout. Near's proprietary technology enables it to get user location even with the GPS switched off, making the geo-fenced delivery possible at scale. Near also has the largest pool of mobile audiences in the region, which helped Shell get rich consumer insights.

The selected Shell & competitor outlets were geo-fenced and various dynamic creatives promoting Shell's service offerings & displaying distance from the nearest Shell outlet were shown to the users.

Shell sees 14 % jump in footfall by targeting its own & competitor outlets in Philippines
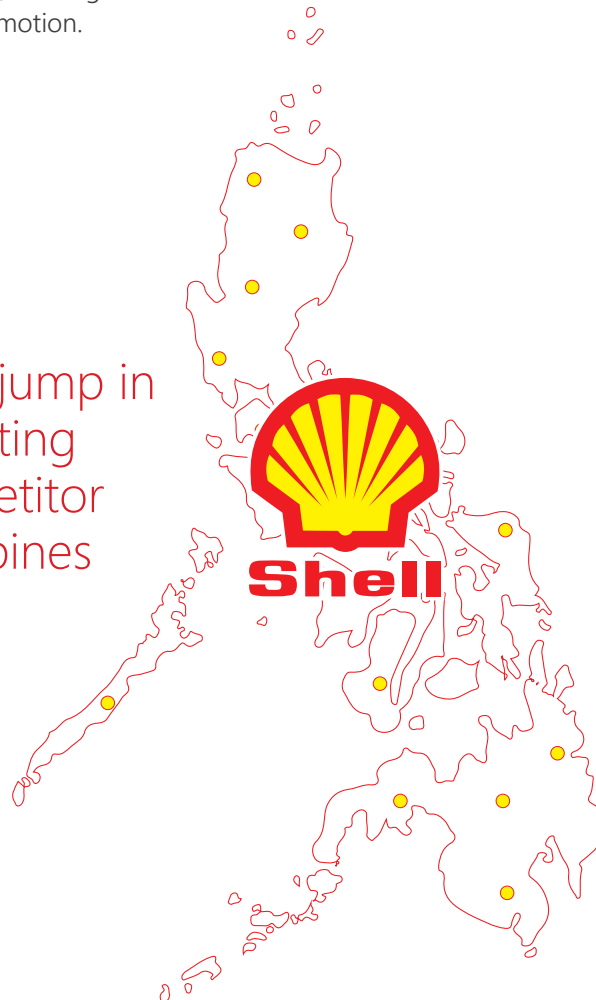
Key consumer insights & results from the campaign:

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The campaign engagement was 1.14%, with more than 3 on 4 clicks coming from males.

Shell

14%

Competition outlets

20%

Shell saw a 14% jump in footfalls in the **selected outlets,** with 20% of this jump coming from **competition outlets.**

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25-34 Years Age Group Most Engaged

It was seen that the 25-34 years age group was most engaged with the mobile ads followed by the 18-24 years age group. The highest ad engagement was seen amongst users within 0.5km radius from the targeted outlets. Sundays were the peak days and late evenings between 6pm to 8pm saw peak activity.

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Travellers preferred Shell

The audiences seen around the Shell & its competitor outlets also differed. Travellers preferred Shell while Professionals preferred to go its competitor outlets. Shell saw a large number of users within a radius of 1-2 km visiting its outlets after being exposed to the mobile ad.

Location data driven mobile ads not only helped Shell drive consumers to its stores, it also helped them gather rich insights about their consumers which no other medium could have given them.

AD Creatives
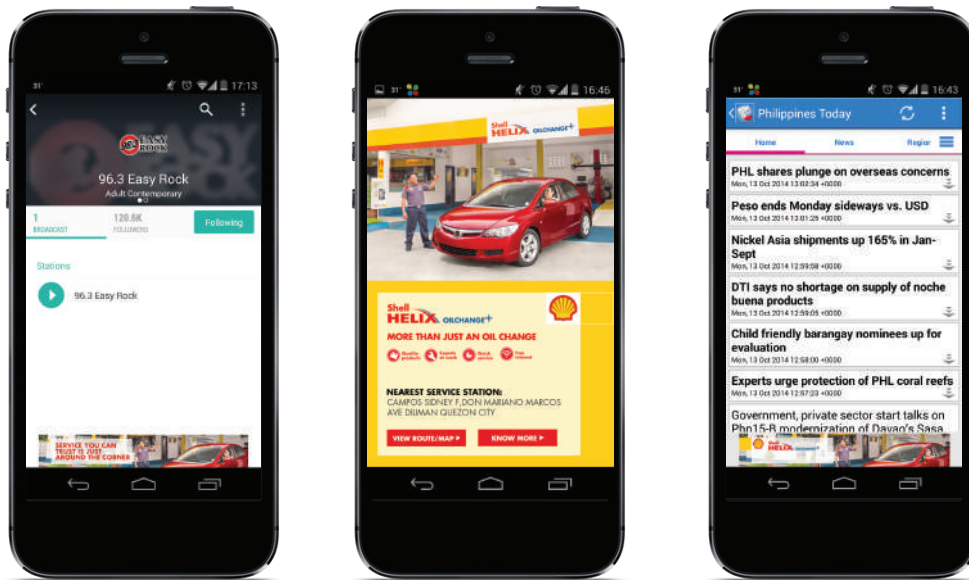
Heat Map Around Shell Location (Overall)