

CASE STUDY

Client: Wireless Carrier

Campaign Objectives

Reach in-market consumers during the intent phase of the consumer journey in order to drive product consideration and store visits.



Approach

- Leveraged cross-channel strategy to drive awareness of promotional offering and visits to store locations by amplifying impact of mobile messaging through digital out-of-home.
- Reached consumers based on physical world intent signals by targeting shoppers near competitive stores and brand locations across mobile and digital out-of-home.
- Engaged prospective audiences on mobile by targeting consumers carrying older device models.

Key Learnings

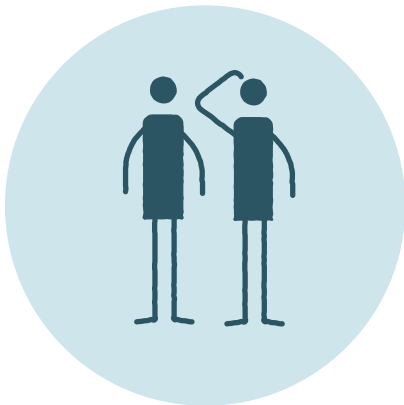
- Digital out-of-home and mobile drive complementary results. Cross-screen exposure amplified recall, awareness, consideration, and store visitation, enhancing mobile's strength as an upper funnel driver and DOOH's strength as a lower funnel driver.
- Leveraging physical world intent signals is an effective strategy for identifying high value prospects. Campaign exposure drove a 96% lift in consideration and 194% lift in foot traffic, with over 86% of exposed store visitors indicating they were not previously a customer of the brand.

Results



+96% lift

CONSIDERATION



+80% lift

LIKELIHOOD TO RECOMMEND



+194% lift

PROPENSITY TO VISIT STORE