

Understand the Consumer Journey with Location Insights

By understanding a person's current location, we can understand a moment. But with movement data from millions of smartphones, we can understand lives. We connect the dots of a consumer's life and identify the logical, convenient places for a consumer to go based on where they shop, work, live, and recreate. PlaceIQ helps brands and agencies enhance their marketing tactics by understanding consumer behavior, online and offline, and translating into actionable insights.



Case Study: Drive foot traffic to Kroger locations for soft drink purchases

Execution



KROGER SHOPPERS

Reach devices that regularly shop at a Krogers location



SOFT DRINK PURCHASERS

Reach devices that purchase the brand's diet soft drink or other diet carbonated beverages

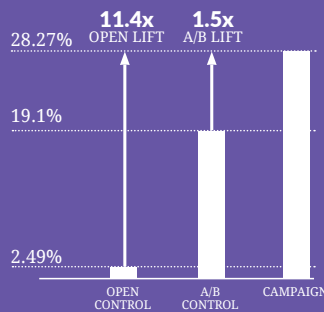


WEIGHT CONSCIOUS SHOPPERS

Reach devices who frequently purchase weight conscious, natural, and healthy products

Results

Audiences exposed to Diet Coke ads were 48% more likely to visit a Krogers compared to similar unexposed audiences. The campaign yielded a PVR of 28.27%.



*PVR stands for Place Visit Rate. It is PlaceIQ's proprietary foot traffic attribution measurement tool.

Insights

SHOPPER DEMOGRAPHICS

Shoppers indexed higher than average for Married and Single Hispanic parents.

SHOPPER BEHAVIOR

Shoppers tend to prefer higher-end quick dining locations like Starbucks and California Pizza Kitchen.

TV PREFERENCES

Targeting consumers who regularly watch Spanish television as well as Premium channels, like HBO, could prove beneficial.



IDENTIFY THE RIGHT CONSUMER

Target consumers who already shop at Krogers locations



SEND THE RIGHT MESSAGE

Reach a consumer with more information or discounts on a promotional event



MEASURE VISITS

Identify which consumers were exposed to a mobile ad and how it impacted location visitation



CUSTOMER INTELLIGENCE

Analyze visitors or nearby visitors to understand audience attributes and preferences to fuel future campaigns