

Power Your Retail Marketing with Location Insights

With the rise of mobile, marketers can leverage the power of location data like never before. Mobile usage extends to in-store shopping, with more than 70% of shoppers using mobile devices for price comparisons in-store, according to Internet Retailer. These mobile interactions give marketers the opportunity to harness location data, and understand where consumers are going in the real world – such as which retail stores they are visiting. We call this level of information location intelligence. PlaceIQ helps retailers leverage location intelligence to find the right audiences, deliver relevant messages, and measure results.

Case Study: Drive visitation to QuickChek locations

Execution



QUICKCHEK SHOPPERS

Target people who were seen at a QuickChek location in the past 30 days



COMPETITIVE CONQUESTING

Retarget people who have visited a competitor's location, and not QuickChek



SPECIFIC QSR DINERS

Target people who frequently dine at particular quick-serve restaurants and not QuickChek

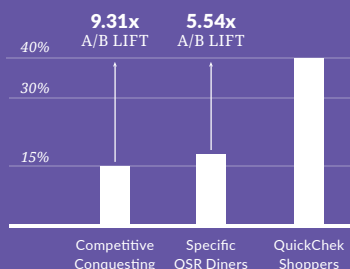


SEASON-SPECIFIC CREATIVE

Change creative to reflect seasonal deals or offerings for holidays like Labor Day, Fourth of July, and Memorial Day

Results

Campaign most effective at driving visit rates from recent QuickChek shoppers (36.7% PVR*) as well as conquering potential customers at competitive locations (9x PVR*). Overall campaign drove a 83% lift when comparing A/B groups



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

Insights

SHOPPER DEMOGRAPHICS

Shoppers are more likely to be aged 35-54, from households with 3+ people. They tend to be fiscally responsible and drive imported cars.

QUICKCHEK SHOPPER BEHAVIOR

Those converted during the campaign were more likely to visit restaurants like Wendy's and Taco Bell while avoiding Panera and Chipotle. They also frequent high-end fashion stores like Bloomingdale's and are less likely to be seen at hardware and dollar stores.

VIEWERSHIP PREFERENCES

Shoppers are more likely to watch family-related channels like Nickelodeon and HBO Family while less likely to watch History Channel, Fox News, and A&E. This is useful in advising TV placements.

IDENTIFY THE RIGHT CONSUMER

Target QuickChek loyalists who recently stopped visiting as well as conquest competitor location visitors

SEND THE RIGHT MESSAGE

Reach a consumer who's visited a competitor's location with messaging about QuickChek

MEASURE VISITS

Identify which consumers were exposed to a mobile ad and how it impacted if they visited your location

CUSTOMER INTELLIGENCE

Analyze current shoppers or competitive shoppers to understand audience attributes and preferences to fuel future campaigns

Campaign Success

“OUR AGENCY is focused on providing our clients with tangible metrics for their media spend. PlaceIQ allowed AboveNation Media to connect the dots between an ad exposure and an in store visit. Measuring audience movement and actual retail visitation has been a game changer in terms of ROAS.”

— Steve Minichini, CEO, AboveNation Media

