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 Kroger 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 Soft Drink Brand ads were 48% more likely to visit a Kroger’s 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 Kroger’s 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

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