

## CASE STUDY

# +23%

## FOOT TRAFFIC

PlaceIQ partners with PMG to measure real-time impact of in-store holiday foot traffic.

## EXECUTION

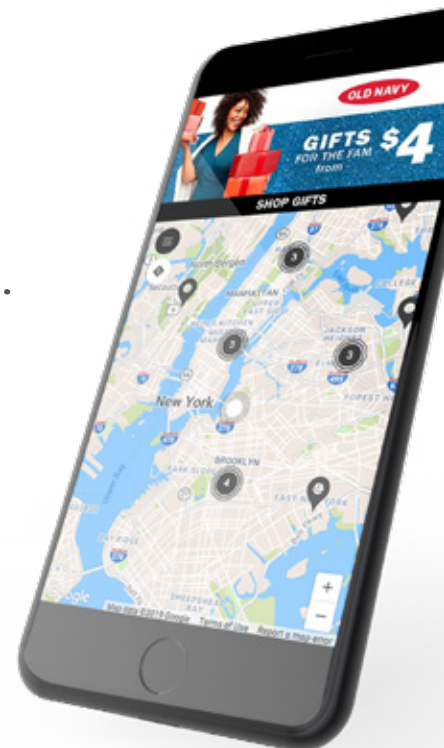
PlaceIQ's Place Visit Stream was accessed by PMG through its valued DSP partner, **The Trade Desk**, in order to measure true foot traffic impact and return on ad spend for all holiday campaign tactics used during the 2018 holiday season, as tested on PMG client Old Navy.

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### Creative Focus

With real-time access to foot-traffic data, PMG was able to quickly optimize campaigns to drive the best in-store results.

PMG used high-impact, rich media ad units to maximize the impact of their audience discoveries. For example, they were able to harness a secondary brand audience to drive 23% more foot traffic than the primary audience.



Retail  
Location 2

Retail  
Location 1

Retail  
Location 3

Retail  
Location 4

Place Visit Stream Certified Partner

theTradeDesk

## Measuring the Real-Time Impact of In-Store Holiday Foot Traffic

PlaceIQ's location-intelligence platform ingests and processes billions of movement data points to understand the places visited in their consumer journey. By matching this movement data with verified locations, **Place Visit Stream** delivers visitation metrics down to specific audiences and targeting tactics.

This approach enables brands to match high quality, real-world visitation metrics to a wide array of key marketing applications.

## LEARNINGS

“PMG has many retail clients for whom we are constantly testing innovative ways to measure how online media impacts offline foot traffic. The PlaceIQ/The Trade Desk integration offered PMG a unique opportunity during the critical Holiday Shopping season that allowed us to gain a real-time understanding of what tactics were driving customers.”

— **CAITLIN MERONEY**, Senior Programmatic Media Manager, PMG