

## CASE STUDY

# +43.1x

### OPEN LIFT

By running targeted mobile ads, we measured a **43x lift in visits to Shinola retailers** over the open control group.

## EXECUTION

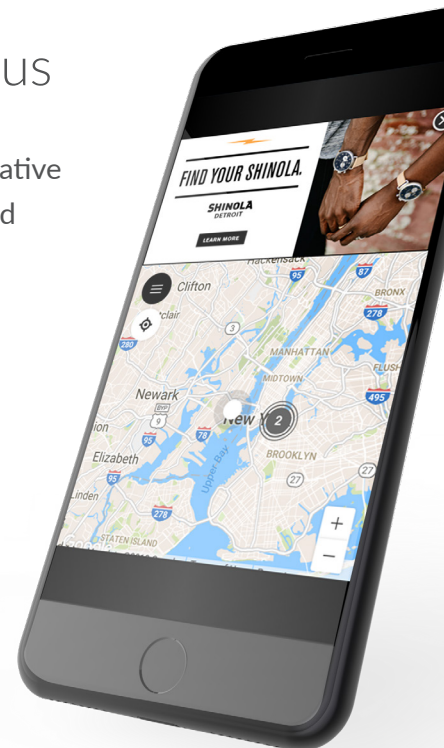
### Audience Activation

Reach people...

- 1 ...who had recently passed by Shinola's OOH ads
- 2 ...who had been near a Shinola retailer in the past 30 days
- 3 ...based on previous purchase behaviors and Shinola defined personas

### Creative Focus

Leverage PlaceIQ's creative team to build ads based on regional tastes and preferences by DMA, featuring a dynamic store locator.

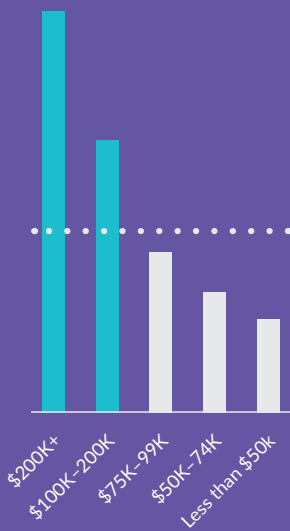


# DISCOVERIES

■ above average    ■ below average

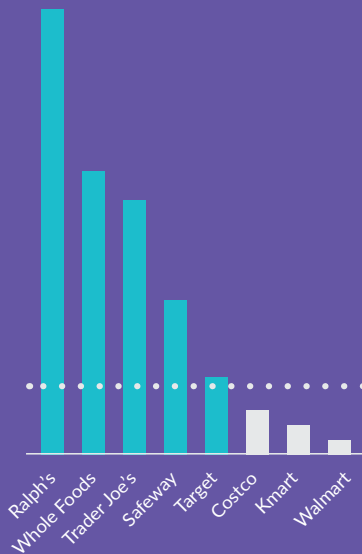
## Demographics

They live in households earning \$100k+ and showed a strong skew towards Asian and Hispanic ethnicities.



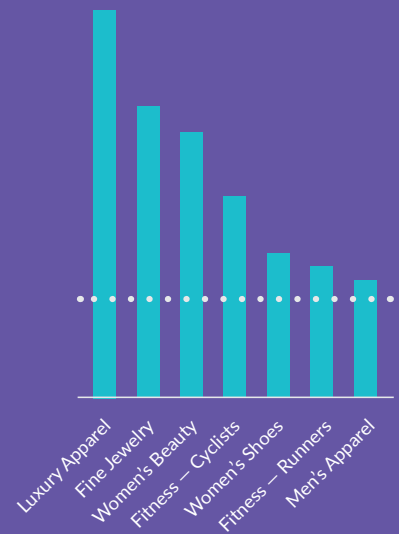
## Shopping Behavior

They shop at grocery stores such as Ralph's, Whole Foods, Trader Joe's, Safeway, Target for their household needs.



## Purchase Data

They purchase luxury brand apparels, fine jewelry, beauty & fragrance products, etc.



## SUCCESS

“One of our core principles is helping brands reinvent the way they market to consumers. Our approach to increasing store traffic was by marrying data and creative in a unique way in our key markets, by continuing the message beyond OOH, and by surrounding the places our targets frequent. This empowers Shinola to continue to embody our strengths as an innovative brand delivering localized experiences.”

— **ELIZABETH FERMON**, Associate Media Director, MullenLowe Mediahub