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

**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.
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.

**LEARNINGS**

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— CAITLIN MERONEY, Senior Programmatic Media Manager, PMG