

Understand the Impact of Your Shopper Marketing Campaign

By understanding a device's location, we can understand a moment. But with location data from millions of smartphones, we can understand consumer behaviors. PlaceIQ and IRI help brands and agencies enhance their marketing tactics by understanding consumer behavior, online and offline, and translating into actionable insights.

Campaign Goals: Drive foot traffic and sales for Men's Grooming Brand products at a specific big box retailer and increase awareness of Men's Grooming Brand products among relevant consumers.

Execution

REACH UNIQUE AUDIENCES

Utilizing PlaceIQ's location data, a Men's Grooming Brand was able to target visitors of a specific big box retailer. This was then matched with IRI's ProScores™ to further refine the audiences to purchasers of the brand and of general men's grooming products.



Insights

VISITOR DEMOGRAPHICS

Users who visited a specific big box retailer after being exposed to an ad are more likely to be from working class families, sales shoppers, and outdoor enthusiasts

SHOPPER BEHAVIOR

Shoppers who purchased the Men's Grooming Brand line tend to shop at other Big Box Retailers like BJ's Wholesale, Sam's Club, and Target

TV PREFERENCES

Consumer households preferred to watch the History Channel, Discovery Channel, and Weather on television

Results

Utilizing PlaceIQ's Place Visit Rate (PVR) study and IRI's Matched Market Analysis, the brand was able to measure both the lift in foot traffic at this big box retailer and the lift in the brand's sales at the same retailer.

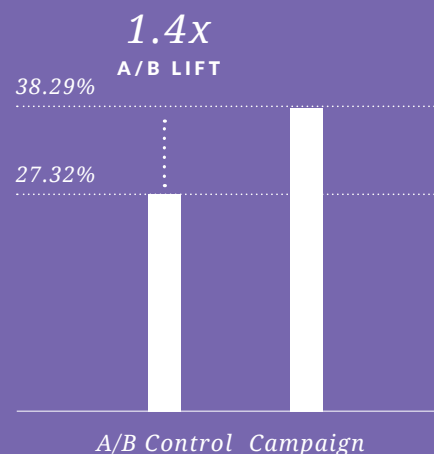
40%
A/B VISITATION
LIFT

\$230K
INCREMENTAL
DOLLAR SALES

\$1.53
for every \$1
ROAS

38.29%
PVR

+1.06%
SALES LIFT



PVR percent = total visited/total exp

A/B Lift measures changes in store visitation compared to a control group in which 10% were withheld from viewing ads