

# FROM FINGER TO FOOT TRAFFIC

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*Reaching the omnichannel consumer*

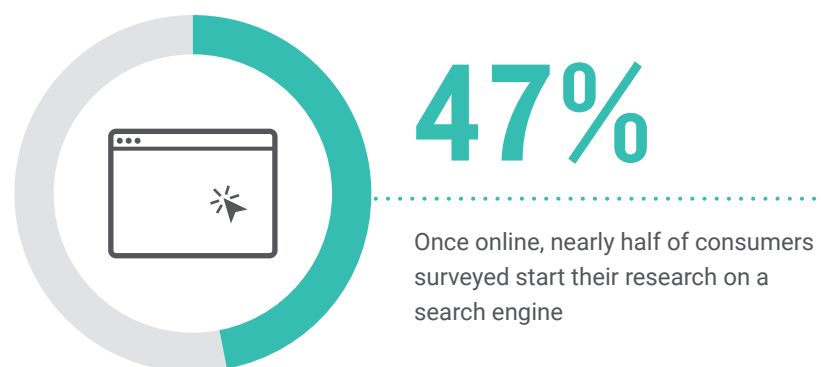
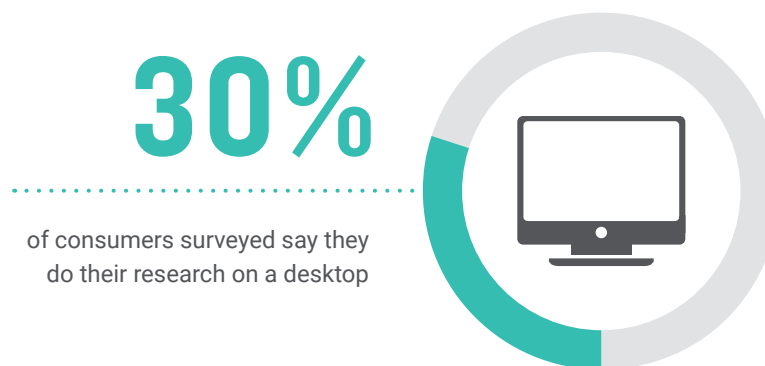
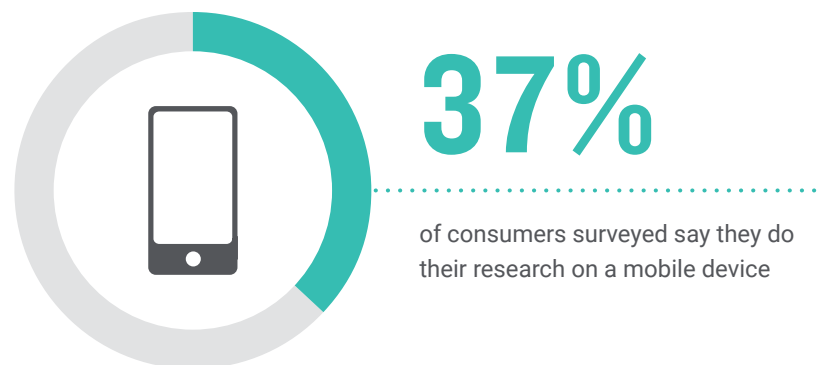
**adlucent**

**GONE ARE THE DAYS** when a consumer casually pops into a store and walks the aisles until she finds a product that suits her. Life is more hectic now, technology is more accessible, and consumers are becoming more purposeful in how they shop. In a recent survey we conducted, 37% said they do their product research on a mobile device, with desktop coming in second at 30%<sup>1</sup>. Once online, nearly half (47%) start their research on a search engine. Many, however, will not make a purchase right away, rather switching from one device to the next—so it's important that your digital ads are prepared for this behavior.

We also know that while consumers research online, the purchase doesn't often occur online. In fact, 70% of consumers surveyed said they purchase products using a combination of online and in-store purchases.

So how do we reach this evolved consumer that expects a frictionless, multi-device, omnichannel shopping experience? By creating digital advertising campaigns leveraging location-based tactics that meet the consumer in her online research phase and effortlessly direct her to purchase at your closest physical store.

This white paper will walk you through six tactics for using location-based digital ads to drive in-store purchases. And since the proof is always in the pudding, we'll also show you methods to ensure your digital campaigns get the physical store sales attribution they deserve.



# DRIVING STOREFRONT SALES WITH DIGITAL

**At Adlucent, our bread and butter is in helping innovative retailers create a consumer experience that seamlessly bridges online and offline channels.** Spanning search and social advertising, these location-based tactics utilize varying platforms so you can appeal to your target audience in the platform that best fits her browsing habits. We've also included a few different ways to implement your location-based advertising—some are more turnkey while others enable you to roll up your sleeves and dig deep into your data.

Before diving in, note that each tactic is intended to achieve a desired goal. So we recommend that you have a firm grasp of what you're looking to accomplish before you get started. It's also important to have a good idea of who your target buyers are—or have access to methods to find out who they are. When combined, these two insights act as the foundation upon which great digital campaigns are built.

We've seen a lot of unique location-based digital ads with impressive results to boot—below are a couple of our favorites. Read on, and try implementing one or two.



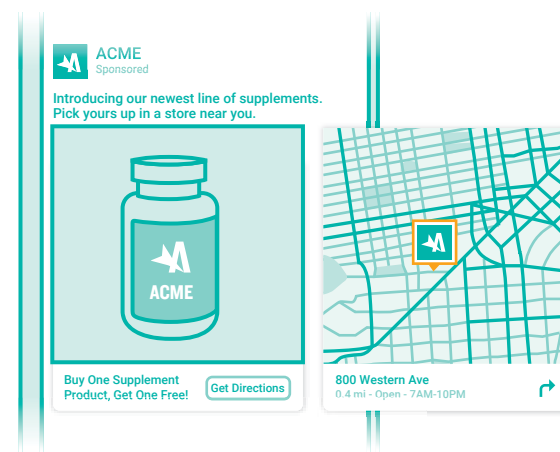
## 1

# FROM SOCIAL TO STOREFRONT

*On Facebook's suite of owned apps (Facebook, Instagram, Messenger—excluding WhatsApp), its users will spend an average of 50 minutes every day.<sup>2</sup> And according to Facebook, 40% of shoppers are interested in ordering online and picking up in store.<sup>3</sup> With almost two billion monthly users, it makes sense to use social media to advertise your in store products to those users.<sup>4</sup>*

**OBJECTIVE:** Leverage Facebook user data to acquire new customers while they peruse their social feed and incentivize them to visit your store.

**TACTIC:** An Adlucent client, a dietary supplement retailer, wanted to target specific audience sets to visit their local stores. So we worked with them to create Facebook ads that drive physical store purchases. Together, we designed an acquisition campaign that segmented their audience to target a couple unique groups; people who looked like specific seed audiences (lookalikes), people with parallel interests as determined by Facebook, retargeting ads to people who had visited the site before, individuals who had interacted with their Facebook page in the past, and customers in their CRM. The dietary supplement retailer also wanted to cast a wide net so they targeted a specific audience size rather than a location-based radius. We worked with our client to create a campaign that displayed a Facebook ad to these segmented groups advertising a specific dietary



supplement. The ad directed the consumer to get directions to the nearest store and linked to a direction-focused app already installed on the user's mobile phone (such as Lyft, Uber, Google Maps, etc).

**RESULT:** Using store visits and offline event set reporting, our client was impressed to see that they had over a 6:1 return in offline purchases vs. online purchases within 7 days of click. Results like this are encouraging and while promoting store visits on social platforms is an emerging tactic for retailers, we believe these results are going to get even better.

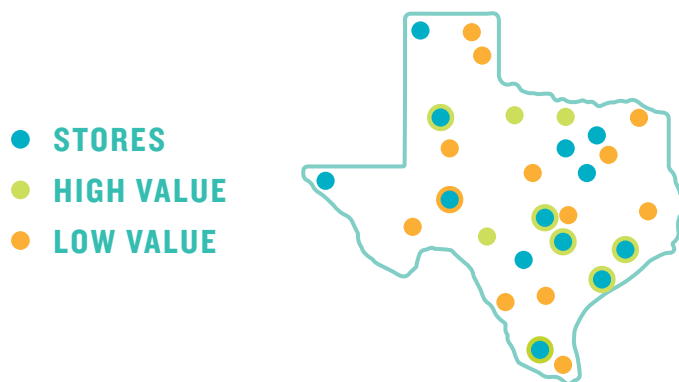
# 2

## YOUR PERFECT CUSTOMER, AND EVERYONE AROUND HER

*Most retailers have a CRM packed with insights about their customers—and they often don't have the ability to fully harness that data to direct future initiatives. By leveraging Audience Expansion, a solution created by Adlucent, retailers can pair their CRM data with 3rd party and Adlucent data to understand who their best customers are, and then find others who look just like them. It's like giving retailers a telescope and GPS to find Waldo; their illusive, perfect consumer.*

**OBJECTIVE:** A sporting goods retailer is on a tight budget and wants to drive omnichannel sales since omnichannel customers have a much higher Lifetime Value (LTV) than single lane customers.

**APPROACH:** Adlucent uses the existing CRM database of a sporting goods retailer and pairs it with 3rd party data and Adlucent data to determine consumers who are ideal omnichannel customers. Across a data set of over 500 variables per person, Adlucent uses machine learning to identify a variety of characteristics that define the retailer's best omnichannel customers.



For example, we may find that the ideal cross-channel shopper is a Millennial female with a college degree who exercises 3 times a week, regularly shops at a specific sporting goods website, and primarily uses mobile devices. Knowing this buyer persona for high-value existing customers, Audience Expansion uses machine learning to find more of these ideal customers across unknown consumers. Using a uniquely created predictive model for each retailer, the model is applied across all households in the US to identify new high-value customers who are likely to exhibit cross-channel shopping behavior.

**RESULTS:** The biggest winner in this scenario is the retailer's ad budget. Audience Expansion cuts out the noise and allows the retailer to become extremely focused with their ad spend so they direct their funds to individuals who only fit their detailed target buyer persona. In fact, a sporting goods retailer, and Adlucent customer, saw their paid search revenue grow by 198% year over year upon partnering with Adlucent and leveraging Audience Expansion.

# 3

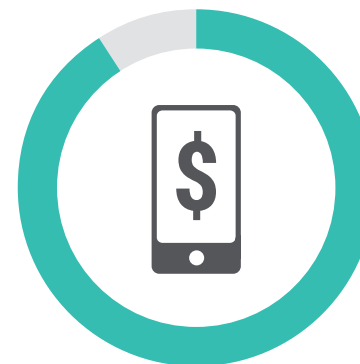
## GETTING PERSONAL DURING THE HOLIDAYS

*According to Google, 91% of smartphone owners purchased or plan to purchase something after seeing an ad they described as relevant.<sup>5</sup> Digital ads that are personalized to the consumer's geo-location and are displayed on mobile during peak shopping times can mean big bumps in holiday revenue for physical store retailers.*

**OBJECTIVE:** A multichannel retailer, and Adlucent client, wanted to ramp up in-store purchases during Valentine's Day by using location-based ads to encourage consumers to purchase in-store.

**TACTIC:** We worked with the multichannel retailer to create a customized dayparting schedule and increased bids on digital ads for customers who were within a 20 mile radius around store locations. Taking advantage of Google's Expanded Text Ads and geo ad customizers, the multichannel retailer's digital ads contained geo-specific location information tailored to the consumer's location of interest so they experienced a personalized ad at their peak time of search.

**RESULT:** Click-through-rate for the brand grew by 11% and non-brand by 15%. Store visits influenced by mobile during the Valentine's timeframe were 6.8% higher than the previous month. Not only did the multichannel retailer achieve great brand recognition, but this tactic actually got people into their stores to purchase.



# 91%

of smartphone owners purchased or plan to purchase something after seeing an ad they described as relevant.

# 4

## TIMELY LOCATION-BASED MOBILE INSIGHTS

Retailers want to reach consumers at the best possible moment for purchase. But there are a lot of factors that must come together to make this happen. Advantage Media's MomentAware™ uses mobile data such as mobile activity, location, time, and pairs it with demographic information (female, mother of two, middle-income, etc) to help retailers get in front of their ideal consumer at the perfect moment.

**OBJECTIVE:** Reach your target consumer with a moment-focused, personalized ad that motivates them to make an in-store purchase.

**TACTIC:** After a busy Saturday filled with a visit to the local library, a playground, and a kid's shoe store, a mom is at the neighborhood ballpark sitting in the bleachers watching her son's baseball game. She knows that her family will be ready for dinner once the game ends, so she begins searching Google for recipes to make for dinner. Using MomentAware, the neighborhood supermarket chain displays an ad with the ingredients for a quick-fix meal that she can pick up at their location down the street from the neighborhood ballpark. The mom clicks the ad which directs her to the nearby store so she can quickly run inside and pick up dinner. The hassle of deciding what to make for family dinner, and where to get it, has been solved.



**RESULT:** Despite the obvious benefits of reaching your consumer with a highly personalized message, MomentAware is also successful at increasing storefront sales. Brands using MomentAware see a unit sales lift of around 25% in test/control studies.

## 5

# IMPROVING FOOT TRAFFIC WITH LOCAL INVENTORY

*Life keeps getting busier, causing consumers to become more purposeful in how they spend their time shopping. So when our purposeful shoppers are searching online for a particular product, this is the perfect time to let them know that your company conveniently has it in stock at a store nearby. Local Inventory Ads do this by guiding the consumer from search to storefront. While LIAs are nothing new, they play an integral role in many location-based digital campaigns and we are constantly coming up with creative new ways to use them.*

**OBJECTIVE:** Your company wants to drive in-store sales of a specific product by leveraging searches on Google.

**TACTIC:** A shopper was in the market for a new hair dryer and searches for it on Google. An ad is displayed for a Dyson Supersonic Hair Dryer at your store with the phrase “In Store” which is hyperlinked to a page that details price, shows that the product is in stock, includes a map to the nearest store, and an option to purchase online and pick up at that store. This is a Local Inventory Ad. By linking your store inventory to Google My Business, Google automatically connects a consumer’s search for a specific product to what you have in stock at a store near them.

**RESULTS:** Sears Outlet saw a 122% increase in store visits after adopting Local Inventory Ads, and Staples saw a 33% increase.<sup>6</sup> These are massive results for minimal effort.





# 6

## CONVENIENCE AND PROXIMITY

*More than half of every dollar spent at physical stores is influenced by a digital interaction. And 76% of people who conduct a local search on their smartphone purchase in-store within 24 hours.<sup>7</sup> Shoppers are now regularly going online to find products, compare prices and read reviews before they head to a store. With the right digital strategy, it's your store they'll show up at.*



**OBJECTIVE:** A prominent instrument retailer, and Adlucent Client, wanted to leverage the growing consumer mobile usage trend to increase foot traffic into their 200+ retail stores. Their goal was to grow awareness of their products and services, and ultimately motivate visits to their physical store locations.

**TACTIC:** Working with Adlucent to analyze customer behavior, the instruments retailer found that a large percentage of their purchasing customers conducted their searches on mobile devices. With that information, Adlucent worked with the retailer to target consumers searching on their mobile devices within a certain radius of each store. So when a shopper conducts a Google search within the specified radius, the retailer is able to present and serve relevant local product and text ads to the shopper's mobile device. Google's Local Inventory Ads (LIAs) help the retailer reach potential customers at moments

when they are displaying high intent. The instruments retailer paired third-party transaction data from solutions like LiveRamp (we'll cover this later) with Google's Store Visits (more on this in a bit, too) to bring mobile shoppers one step closer to an in-store purchase.

**RESULT:** The instrument retailer was floored with the results. In the first six months of tracking store visits we found that our paid search initiatives drove 660% more incremental revenue once store visit data was factored in. Based on an analysis across Adlucent clients using LIAs, the ROAS (Return on Ad Spend) for LIAs was nearly 4X higher than standard PLA ad formats alone. With results like that, the logical next step was to increase their ad spend investment in their hugely successful LIA strategy - and the retailer did just that!

# MEASURING YOUR SUCCESS

By now you have a good foundation to build some effective digital advertising campaigns that drive consumer spending in your physical stores. But what do you do once your campaigns are underway and your boss asks how they are performing? **How do you properly attribute in-person purchases to your online efforts?**

Thanks to data onboarding solutions like LiveRamp and solutions from Google, it's getting a lot easier to tie storefront revenue to your online digital campaigns so you can better understand your return on investment (ROI). Read on to learn about the three we find to be the most helpful.



# 1

## STORE VISITS

*Store Visits is Google's solution designed to demonstrate the impact that Google shopping, display and YouTube campaigns have on storefront purchases.*

**HOW IT WORKS:** Since 82% of smartphone users turn to their devices for guidance in stores when making a decision about a product,<sup>8</sup> aggregated and anonymous location metrics from shoppers carrying smartphones can be a great indicator of whether or not consumers visited a store. Because Google has geofenced every store in the United States, they are able to demonstrate whether a person equipped with a location-enabled smartphone has visited a store. Google's machine learning algorithms also factor in a wide range of location signals to ensure a true visit occurred. For example, if someone is in a mall and

walks near a store but doesn't enter the store, Google makes sure they are not counted as a visit. Another example of Google's machine learning algorithm for location signals can be seen in store employees—Google doesn't count individuals who show repeat visits to one specific store for a substantial period of time several times a week. And to confirm accuracy, Google validates their data with consumer surveys pushed thru Google Surveys. Retailers can then correlate digital ad interaction with influenced store purchases.



# 82%

*of smartphone users turn to their devices for guidance in stores when making a decision about a product.*

# 1 STORE VISITS

**WHY IT'S HELPFUL:** The growing number of devices and methods that consumers can use for purchasing makes it difficult for retailers to put the pieces together in the customer journey. Store Visits is a huge leap forward, allowing retailers to close the loop between consumers who interact with online media and visit a physical store. To measure store visits with even greater precision, Google Store Visits uses bluetooth beacon information to get an even more accurate picture of who visited your store. On average, U.S. retailers are measuring 4x more conversions overall and 10x more conversions on mobile when including store visits data as part of their search ad performance.<sup>9</sup>

**ROOM FOR IMPROVEMENT:** We applaud Google's efforts for confirming location-based data with Surveys to maximize accuracy. However, because of these strict and conservative confidence thresholds, not every visit to your store may be reported and you may want to apply and adjustment factor to account for this. Additionally, Google's Store Visits extrapolates this information from consumers that have either signed into their Google account, own an Android phone, or have agreed to share their location settings—which means that advertisers might be missing out on receiving data from consumers who don't fall into the above categories.

U.S.  
retailers are  
measuring **4X** more  
conversions  
overall

and **10X** more  
conversions  
on mobile

# 2

## STORE SALES DIRECT

*According to Nielsen, more than seven in ten people agree that, all other factors equal, they'll buy from a retailer with a loyalty program over one without. Given the proliferation of Loyalty Programs and the increase in customer willingness to share their information with retailers, it's beneficial for retailers to make use of the data they receive from these programs.*

**HOW IT WORKS:** A customer walks up to the register at a clothing store to purchase a dress. The cashier asks the customer for her information. The email address can be acquired specifically for purchase tracking, for method of sending receipt, or it can be tied to the company's loyalty program. Upon sharing her email address with the cashier, the customer's information is connected to the purchase. On the backend, Google enables the retailer to load the contact information and connected purchase information to Google AdWords. Once this occurs, Google connects that information with Google Ads engagement information, enabling the retailer to see how their digital ads are influencing in-store purchases.

**WHY IT'S HELPFUL:** Since consumers are mostly open to sharing their contact information, there is a high likelihood that retailers will receive a substantial amount of customer email addresses to load into Store Sales Direct. This means that retailer data will be pretty accurate. While this solution is still in Beta, we see this as being a great voluntary method of receiving consumer purchase information and believe it can play a significant role in closing the gap between digital interaction and store sales.

**ROOM FOR IMPROVEMENT:** As with anything that's voluntary, there are still a few consumers out there who prefer not to hand over their contact information. And this means that data in Store Sales Direct could be incomplete. However, we hope that as customers warm up to the idea of sharing their information, so will consumer participation.

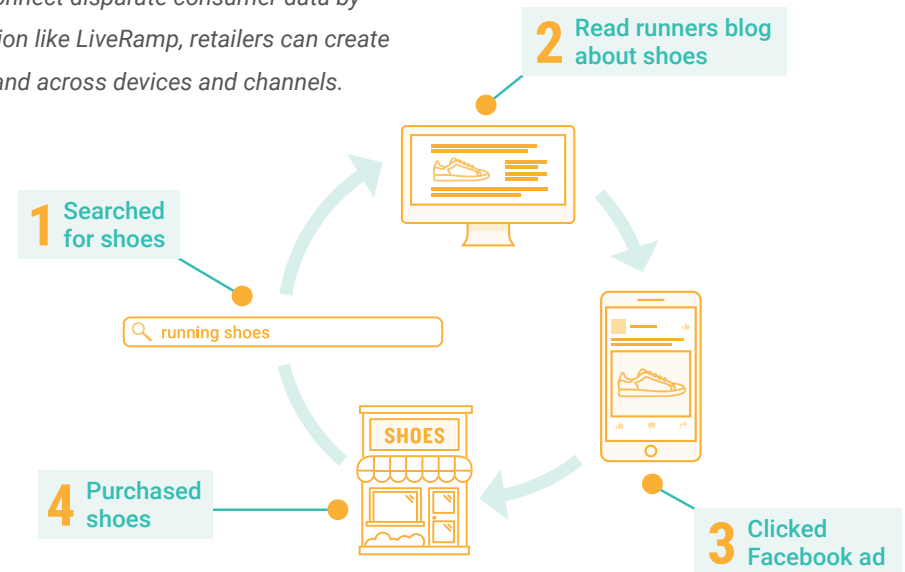


# 3 DATA ONBOARDING SOLUTIONS SUCH AS LIVERAMP

*LiveRamp and other data onboarding solutions like DataLogix and Neustar connect disparate consumer data by bringing a retailer's CRM data online through data matching. By using a solution like LiveRamp, retailers can create anonymous, complete customer journeys as consumers shop offline, online and across devices and channels.*

**HOW IT WORKS:** Let's say that a consumer clicks a digital ad for your product; a pair of running shoes. To understand if your ad influenced the consumer to make the purchase, you can match your CRM data on this consumer with LiveRamp's existing data and fill in the online unknowns in her journey to buy the running shoes. LiveRamp does this by matching consumer cookie records based on input records matched to a cookie. That cookied information is scanned and creates a record of every online interaction in relation to the purchase of the running shoes.

**WHY IT'S HELPFUL:** Simply put, LiveRamp is the missing piece of the puzzle. It helps to better tell the story between ad interaction and purchase. LiveRamp is pretty accurate too, by matching consumer cookie records based on input records matched to a cookie, rather than an individual cookie—LiveRamp alleviates double-counting of cookies since consumers increasingly use multiple devices for browsing. Another huge benefit of LiveRamp is its ability to understand Average Order Value for online influenced purchases. This AOV can then be applied to Store Visits information to quantify the impact of store visits in terms of dollars versus just footfall. We've seen that using a digitally-



influenced AOV established by LiveRamp versus an average AOV for all store sales is a more accurate way to look at total impact.

**ROOM FOR IMPROVEMENT:** LiveRamp's data currently has a match rate of 30-40%. Therefore, their data serves as a sample set for the remaining 70-60% of the population. With any estimated sample set, retailers run the risk of missed or inflated attribution. And this is why it's helpful to combine a solution such as LiveRamp, DataLogix and Neustar with one or two of our other recommended methods so you are able to capture a bigger picture.

# LEARN BY EXAMPLE

You've seen some different tactics for creating local inventory ads and how you can translate your efforts to actual revenue. Now, let's take a moment to high-five two innovative retailers who are creating a slam-dunk online-to-offline consumer shopping experience.



# 1

## BEST BUY

Best Buy has done an exemplary job at taking their expert “Blue Shirt” experience across channels. They do this by creating online buying guides to help educate shoppers as they research online. Best Buy knows that once consumers have researched their product online, many still like to purchase in a physical store to evaluate the products firsthand and ask final questions. To catch consumers at the moment between online research and in-store purchase, Best Buy surfaces its local store inventory by using Local Inventory Ads on Google. So for example, if a customer searches for “SLR camera,” Best Buy will show which of these cameras they have in inventory at nearby stores.

Best Buy’s efforts have paid off; over one holiday season Best Buy saw that their Local Inventory Ads drove over 1 million store visits.<sup>10</sup>

# 2

## HOME DEPOT

Another retailer that has successfully shifted their focus to address online and offline sales is Home Depot. However, the shift at Home Depot was internal—in a reorganization of their entire marketing group. Prior to the reorg, marketers at Home Depot were aligned by channel, with one team focusing on digital, another on storefront—and the two rarely working together. Since the reorg, marketers at Home Depot are now aligned by consumer lines of business. By shifting from multichannel marketing to an omnichannel approach, Home Depot’s separate teams are no longer swimming in their own lanes competing against one another to bring in the most revenue for their division. In this new model, digital and storefront marketing efforts are aligned and coordinated, and information flows freely among each LOB.<sup>11</sup> Everyone’s invited to Home Depot’s consumer-centric pool party!





# WRAPPING UP

*Based on our survey of US-based consumers, 70% of shoppers consider themselves to be multichannel shoppers—combining online and in-store shopping methods. And since a large majority (70%) prefer to begin product research online, your digital strategy must meet consumers at this first point of interest.<sup>12</sup>*

There's no doubt that consumer desires will continue to dictate the shopping experience. And with our technology-centric, on-the-go lifestyles, consumers are drawn to shopping experiences that allow them to purchase a product by combining online and offline methods. This means that retailers need to leverage digital ads that facilitate a convenient online research experience and seamlessly guide the consumer to purchase at her nearby store.

As your company sets their sights on winning the online/offline consumer, we recommend you add a few of these tactics to your digital strategy. And once your campaigns are up and running, you'll be able to relay the impact of your programs to your company's executive team without breaking a sweat.

And get excited for what's to come, there are a few exciting, more innovative measurement techniques currently developing that our data partners asked us not to discuss just yet. But we can say that these methods are giving retailers even better insights into how online efforts are influencing in-store purchases. [Contact us](#) if you're interested in hearing more.

If digital advertising tactics or methods of measurement are still not your strong suit, Adlucent would be happy to provide you with guidance. With over 17 years of digital and paid search expertise, we help retailers get the most from their digital investment by driving both online and in-store revenue with the lowest possible spend.



# EXECUTIVE SUMMARY

## *From Finger to Foot Traffic*

Based on our recent survey of US-based consumers 70% say they are multichannel shoppers—using a mix of online and offline tactics for buying products. Adding to this, 70% prefer to begin their product research online. So how do we reach this evolved consumer that expects a frictionless, multi-device, omnichannel shopping experience? By creating digital advertising campaigns leveraging location-based tactics that meet the consumer in her online research phase and effortlessly direct her to purchase at your closest physical store. **Here are some tactics to help you do this.**

### 1. FROM SOCIAL TO STOREFRONT: FACEBOOK ADS

With almost 2 billion monthly users, it's in your best interest to leverage social media and advertise your in-store inventory to those users.<sup>13</sup> An Adlucent client, a dietary supplement retailer, wanted to target specific audience sets to visit their local stores by creating an acquisition campaign consisting of several segments. Using Facebook store visits and offline event set reporting, our client was impressed to see that their location-based Facebook ads created a 6:1 return in offline purchases vs. online purchases.

### 2. AUDIENCE EXPANSION: YOUR PERFECT CUSTOMER, AND EVERYONE AROUND HER

With Audience Expansion, a solution created by Adlucent, retailers can pair their existing CRM data with 3rd party and Adlucent data to target consumers that fit the same mold. Bidding strategies are then adjusted to acquire more of those target audience sets. With a revenue growth result of 198% year over year (as seen by an Adlucent client), it's a strategy that pays off.

### 3. GETTING PERSONAL DURING THE HOLIDAYS

91% of smartphone owners purchased or plan to purchase something after seeing an ad they described as relevant.<sup>14</sup> Digital ads that are displayed during peak shopping times and are personalized to the consumer's geo-location can mean big bumps in holiday revenue for physical store retailers. By leveraging a customized dayparting schedule and increasing bids on digital ads for consumers who are within a specific radius, retailers can encourage customers to visit their physical store. This tactic yields impressive results—our client saw that their click-through-rate for the brand grew by 11% and non-brand by 15%.

**4. TAKING ADVANTAGE OF TIMELY LOCATION-BASED INSIGHTS WITH MOMENTAWARE** Retailers want to reach consumers at the best possible moment for purchase. But there are a lot of factors that must come together to make this happen. Advantage Media's MomentAware™ uses mobile data such as mobile activity, location, and time and pairs it with demographic information to help retailers get in front of their ideal consumer at the perfect moment. This means your company can display an ad to your target demographic at the precise time of interest, based on your target's phone data and demographic information. Brands using MomentAware see a unit sales lift of around 25% in test/control studies.

### 5. IMPROVE FOOT TRAFFIC WITH LOCAL INVENTORY ADS (LIAS)

Local Inventory Ads guide the purposeful shopper from search to storefront by letting her know that your company conveniently has her desired product in stock at a store nearby. These ads provide users with directions to the store from their current location, the price of the product the user is searching for, and reassurance that the product is in-stock and ready to be purchased at the store. With impressive results like a 122% increase in store visits as seen by Sears Outlet, it's definitely worth trying out at your company.

### 6. CONVENIENCE AND PROXIMITY: SUCCESS WITH LIAS ON MOBILE DEVICES

Knowing that 76% of people who conduct a local search on their smartphone purchase in-store within 24 hours,<sup>15</sup> a prominent instruments retailer used Local Inventory Ads to target consumers who searched Google on their mobile phones within a specific radius of each store. The instruments retailer was able to reach potential customers at their highest moment of purchase intent. And it paid off, they achieved a 660% increase in incremental revenue in the first six months of use.

## MEASURE YOUR SUCCESS: METHODS TO SHOW ROI

### ► Google Store Visits

Knowing 82% of smartphone users turn to their devices for guidance in stores when making a decision about a product, Google is leveraging phone-based location data to log visits to actual stores as an indicator of purchase. Google filters out possible store employees whose location data might log them as visiting a store for extended periods of time and also validates this data with consumer surveys pushed to the consumer thru Google Surveys. On average, U.S. retailers are measuring 4x more conversions overall and 10x more conversions on mobile when including store visits data as part of their search ad performance.<sup>16</sup>

### ► Store Sales Direct

By asking customers for a piece of personal information (such as email address) at the time of purchase, Google Store Sales Direct enables retailers to load customer purchase history into Google AdWords to connect ad engagement to purchases in physical stores. Consumers are more willing to share their information now for the convenience of receiving emailed receipts or discounts from loyalty programs. While this solution is still in Beta, we see this as being a great method of receiving voluntarily submitted consumer information that can play a significant role in closing the gap between digital interaction and store sales.

### ► LiveRamp

LiveRamp and data onboarding solutions like it connect disparate consumer data by bringing a retailer's CRM online through data matching. By using a solution like LiveRamp, retailers can create anonymous, complete customer journeys as consumers shop offline, online and across devices and channels. LiveRamp is pretty accurate too, matching consumer cookie records based on input records matched to a cookie, rather than an individual cookie—thus avoiding double-counting of cookies as consumers increasingly use multiple devices for browsing.

## ABOUT ADLUCENT

Adlucent, a full-service digital marketing and intelligence company, helps brands acquire high value customers profitably through a mix of personalized digital services including paid search, product ads, display, and paid social ads. Adlucent uses digital to grow online and offline sales and capture additional market share for over 75 major retail brands.

## WORKS CITED

- <sup>1</sup> [New data show customers research online, but buy everywhere](#)
- <sup>2</sup> [How Much Time Will the Average Person Spend on Social Media During Their Life?](#)
- <sup>3</sup> [Holiday Planning Guide 2017: Discover how your business can grow this holiday season](#)
- <sup>4</sup> [Facebook now has 2 million monthly users...and responsibility](#)
- <sup>5</sup> [Reaching the Non-Line Shopper This Holiday Season](#); Google
- <sup>6</sup> [Google Adwords Blog: The new shopping assistant](#)
- <sup>7</sup> [I-Want-To-Buy-It Moments: Mobile's Growing Role in a Shopper's Purchase Decision](#); think with Google
- <sup>8</sup> [I-Want-To-Buy-It Moments: Mobile's Growing Role in a Shopper's Purchase Decision](#); think with Google
- <sup>9</sup> [Google Adwords Blog: Store visits insights gain momentum](#)
- <sup>10</sup> [Best Buy Drives Store Visits With Mobile](#); Google
- <sup>11</sup> [How to Move From Multichannel to Omnichannel Marketing](#); PRNewswire
- <sup>12</sup> [New data show customers research online, but buy everywhere](#)
- <sup>13</sup> [Facebook now has 2 million monthly users...and responsibility](#)
- <sup>14</sup> [Reaching the Non-Line Shopper This Holiday Season](#); Google
- <sup>15</sup> [I-Want-To-Buy-It Moments: Mobile's Growing Role in a Shopper's Purchase Decision](#); think with Google
- <sup>16</sup> [Google Adwords Blog: Store visits insights gain momentum](#)