



Attribution Case Study: Beer Brand



How Brand X Used Out-of-Home Attribution to Sell More Beer



Strategy

To prove out-of-home can effectively increase foot traffic to key POIs and directly impact sales we implemented a variety of strategies from placement type, location data and customer insight, all of which were evaluated for impact.



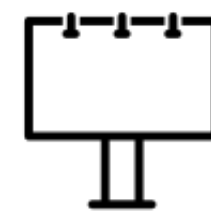
Location

Proximity to Distribution Retailers



Points of Interest

Grocery Stores, Convenience Stores, & On-Premise



Placement Types

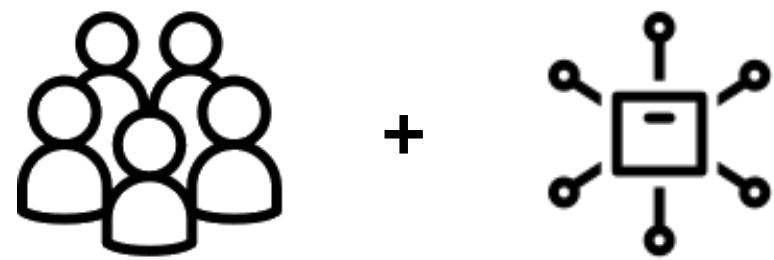
Freeway Bulletins, Directional Street Bulletins, Stadium Bulletins



Who Was Exposed, Who Visited & What Placements Performed Best



Methodology

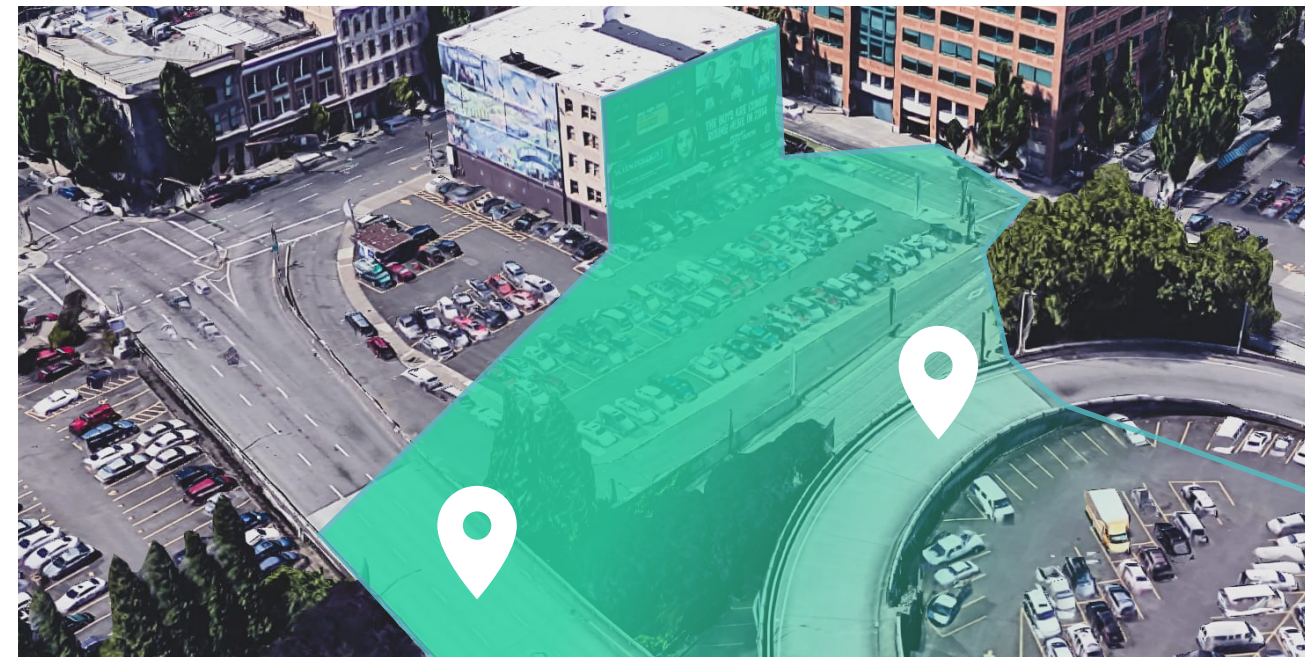


Identify Audiences In The Physical World

We collect location observation data on daily basis, which includes lat/long, time stamps and mobile IDs.

Our audience panel collects 2.8 billion location observations every day, which allows us to map the the mobile journey for 300 million unique IDs.

(Yes, your phone is one of them.)

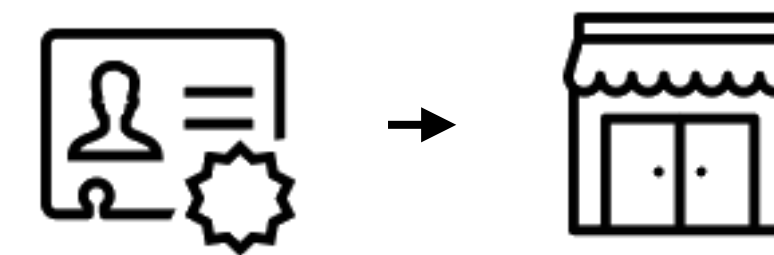


Track Exposure to Placements

The proximity and direction for an individual or device to be exposed. The viewshed takes into account obstruction and speed of traffic.

For perspective, a bus shelters viewshed distance might only be 50 feet, but a billboard may be 100 yards.

We then identify each location observation from every placement's viewshed throughout the campaign, matching the mobile ad ID in our database.



Match Visitation to Stores

We create a polygon over the footprint of the the POIs using property parcel data, collecting all the location observations from each distribution location, over the course of the campaign.

Then we match the mobile ad IDs from those within the viewshed to those who entered the polygon to confirm who was exposed to the OOH campaign, and who later visited a distributor.

Campaign Optimization

Identify which placements had the highest exposure to audiences that visited retailers.

After cutting the lowest performing placements, we tested new placements (lookalike) that had high exposure to audiences that converted, as well as test similar environments in new markets.



Total Exposure



Ad Effectiveness

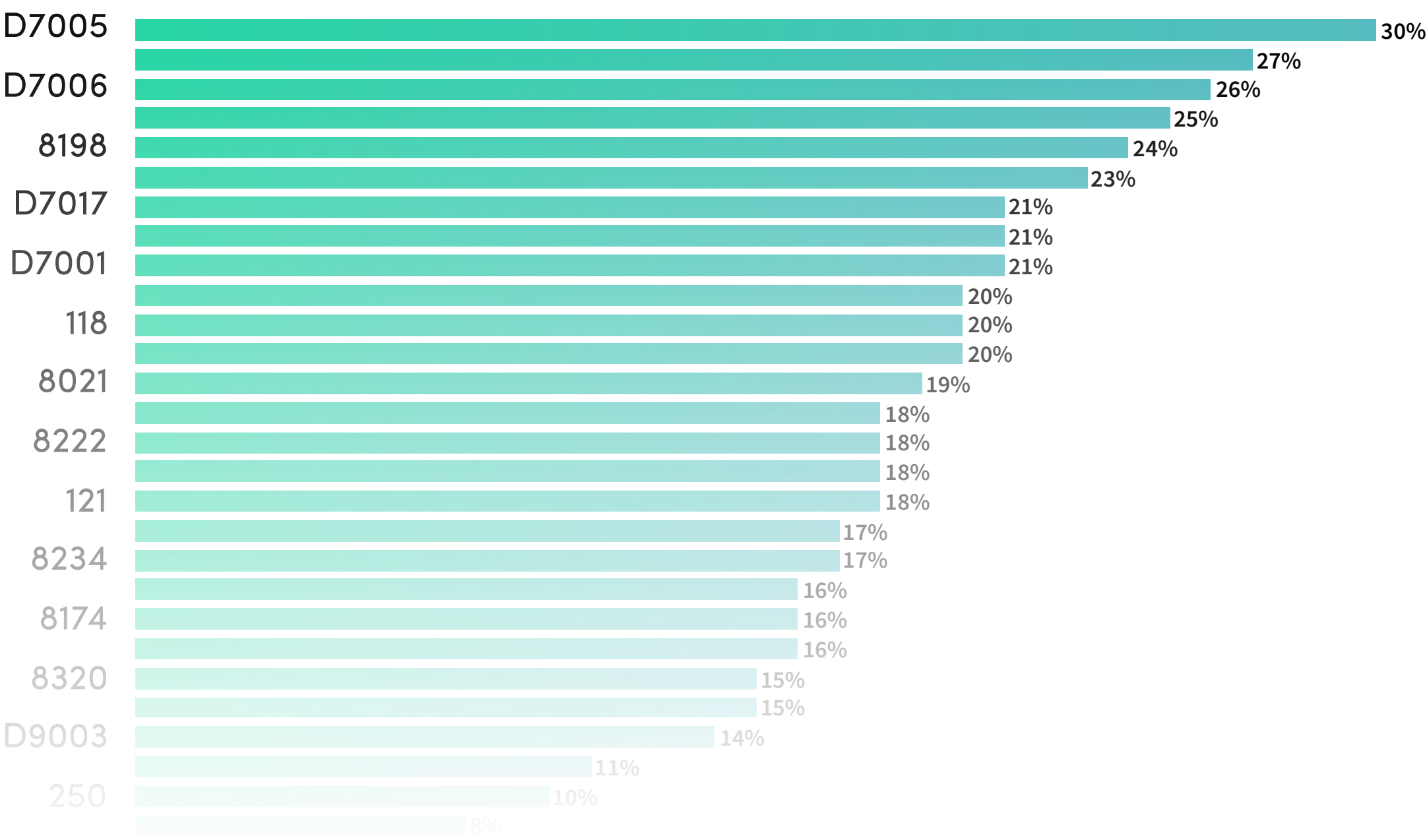


In-Store Traffic & Sales Lift

EXAMPLE

Placement Performance

Percent Exposure to Retail Visitors by Unit





Based on Results
Brand X Increased Their
OOH Spend by +400%



Results

Results were measured by type of retailer as well as individual placement performance on driving traffic to POIs, allowing us to optimize future planning selections.

Overall, market by market we saw favorable increases in every category.

Total Sales Lift Across All Markets

An average of all the markets combined.

+12%

Foot Traffic Lift Across All Markets

An average of foot-traffic lift from all markets.

+44%

Ad Effectiveness Across All Markets

The likelihood of the exposed audience to visit a POI compared to the unexposed audience.

+15%

Market by Market

	Market 1	Market 2	Market 3	Market 4
Total Foot Traffic Lift By Market	+12%	+3%	+132%	+29%
Allocation of Lift By Distributor	<div><div><div>35%</div><div>31%</div><div>33%</div></div><div><div>Bar/Restaurants</div><div>Convenience</div><div>Grocery</div></div></div>	<div><div><div>49%</div><div>35%</div><div>16%</div></div><div><div>Bar/Restaurants</div><div>Convenience</div><div>Grocery</div></div></div>	<div><div><div>33%</div><div>31%</div><div>35%</div></div><div><div>Bar/Restaurants</div><div>Convenience</div><div>Grocery</div></div></div>	<div><div><div>49%</div><div>27%</div><div>24%</div></div><div><div>Bar/Restaurants</div><div>Convenience</div><div>Grocery</div></div></div>
Total Sales Lift	+3.2%	+5%	+20%	+19%



Optimizing for Placements That Led to Market by Market Growth



Market 1 Results

Total Sales Lift +3.2%

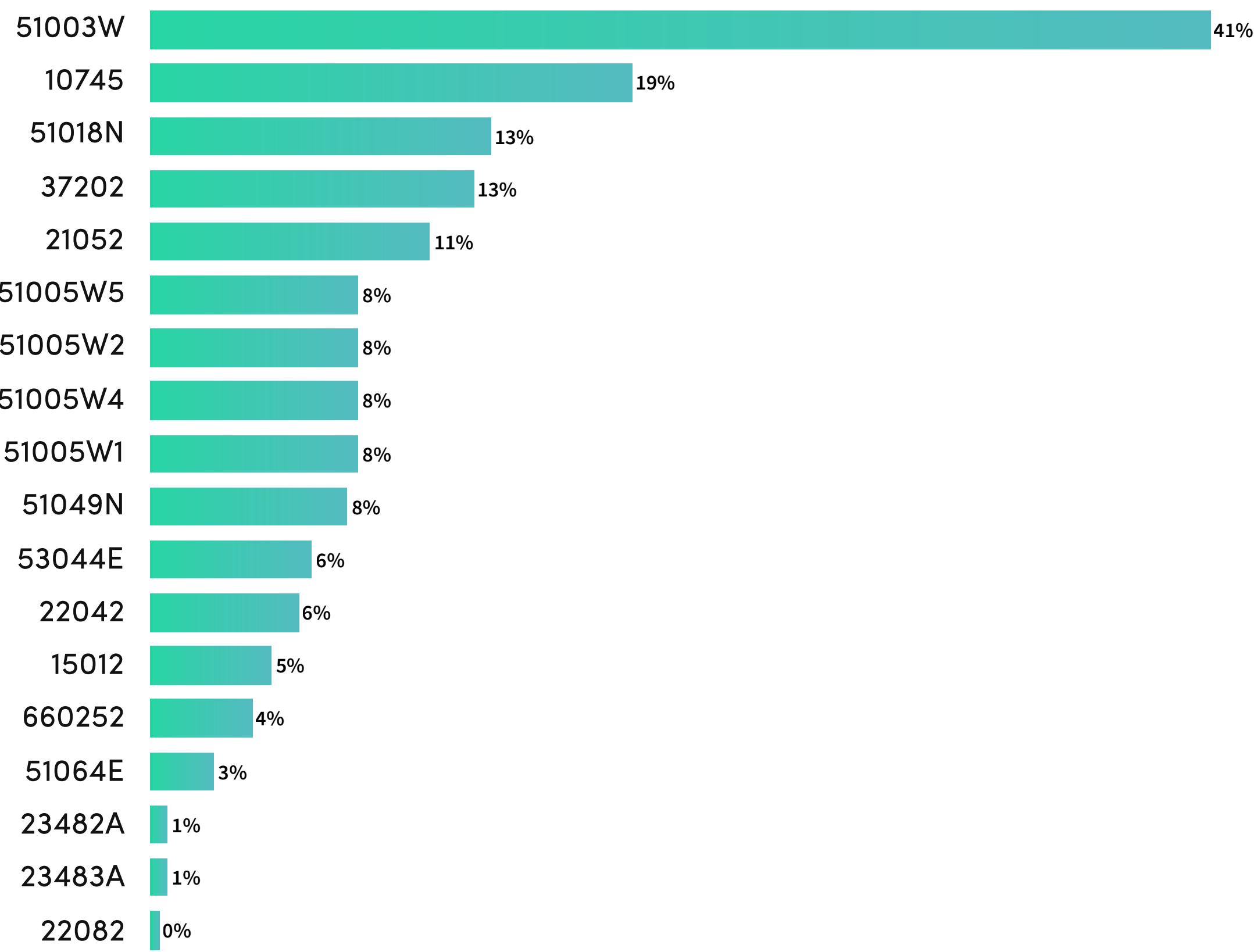
Foot Traffic Lift +12%

Ad Effectiveness
Across All Markets +9%

Total Placements 18

Placement Performance

For audiences who were exposed & visited the stores,
percentage of this group that viewed each unit:



Market 2 Results

Total Sales Lift +5%

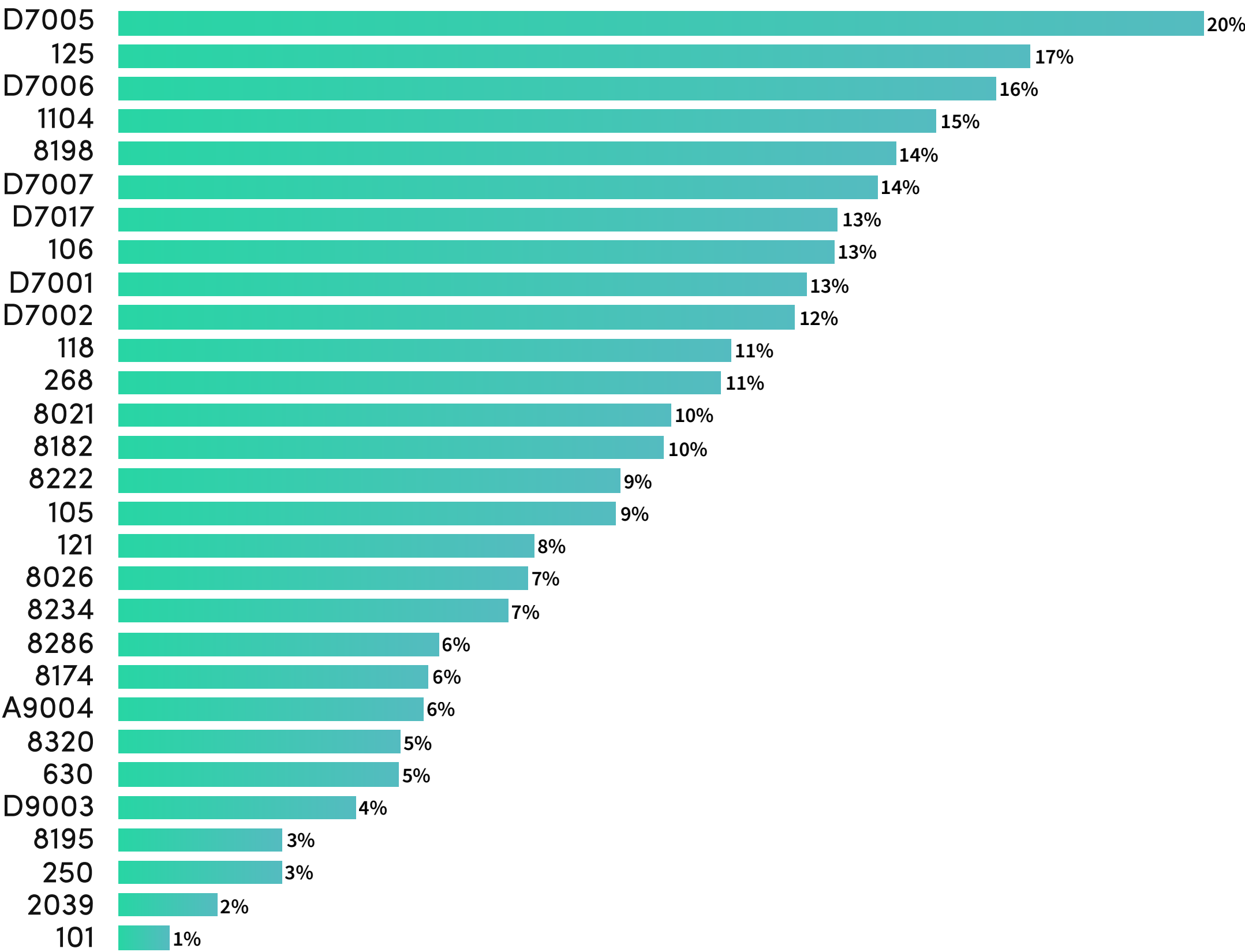
Foot Traffic Lift +3%

Ad Effectiveness Across All Markets +1.5%

Total Placements 25

Placement Performance

For audiences who were exposed & visited the stores, percentage of this group that viewed each unit:



Market 3 Results

Total Sales Lift +20%

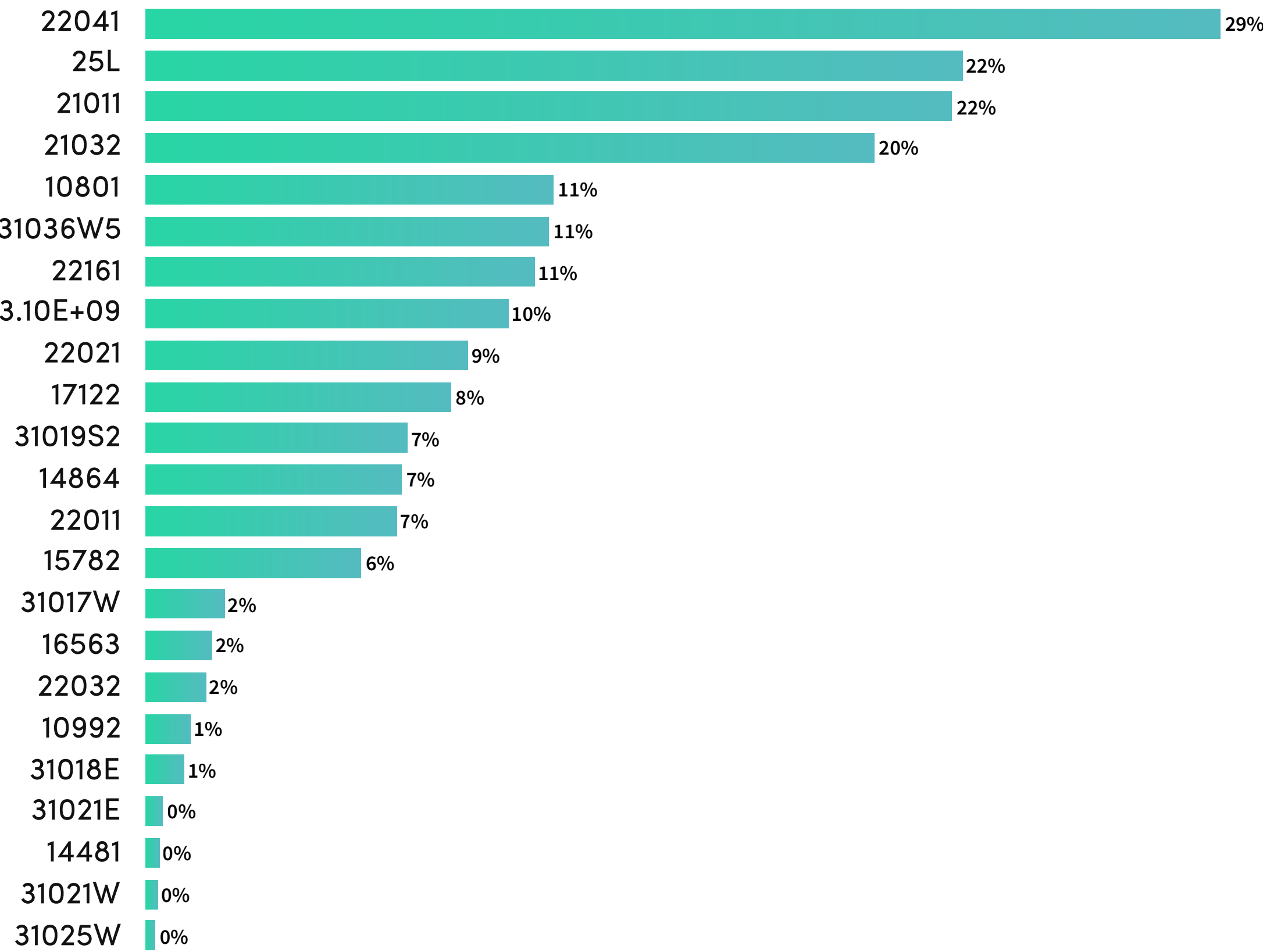
Foot Traffic Lift +132%

Ad Effectiveness
Across All Markets +47%

Total Placements 25

Placement Performance

For audiences who were exposed & visited the stores,
percentage of this group that viewed each unit:



Market 4 Results

Total Sales Lift +19%

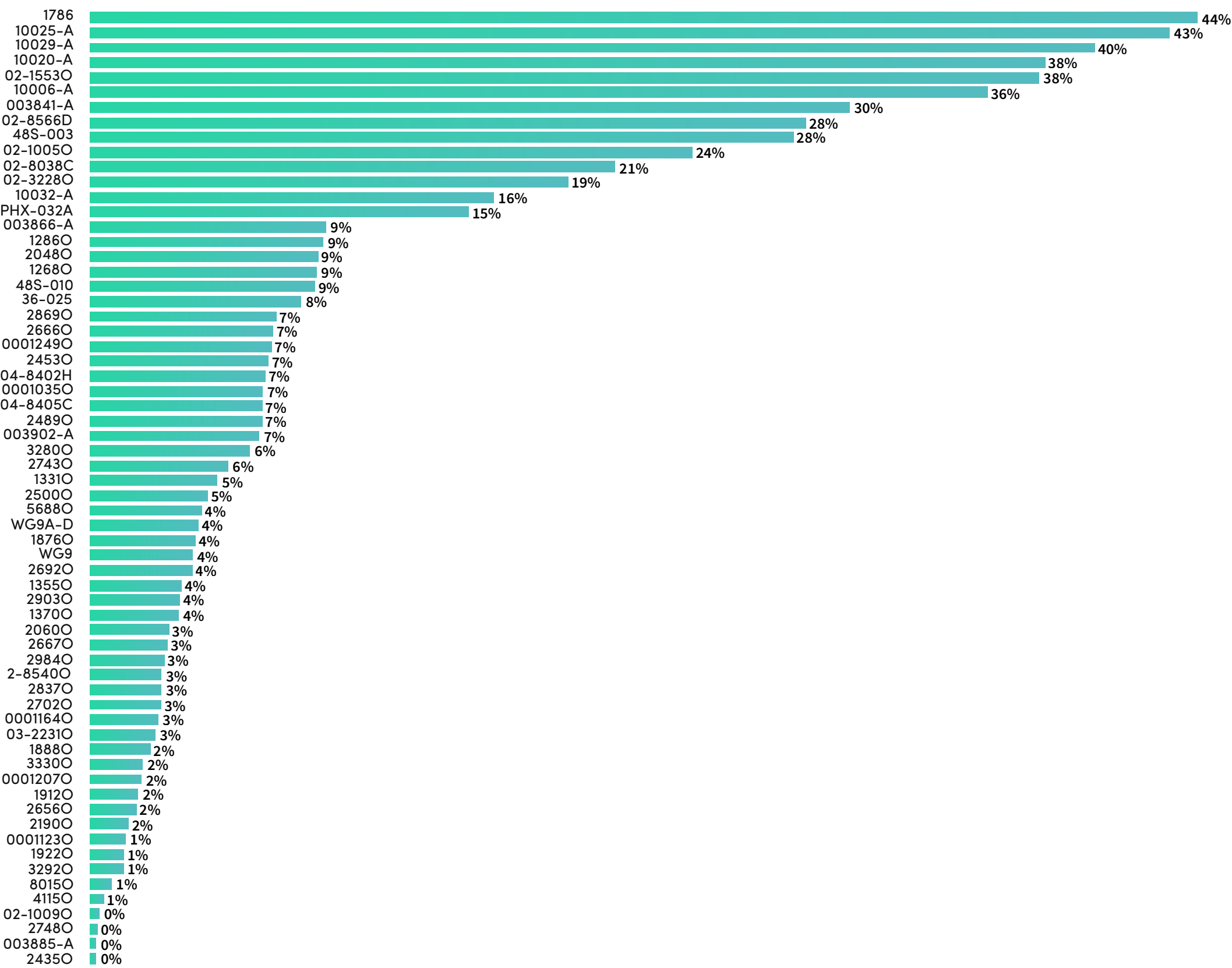
Foot Traffic Lift +29%

Ad Effectiveness Across All Markets +4.3%

Total Placements 64

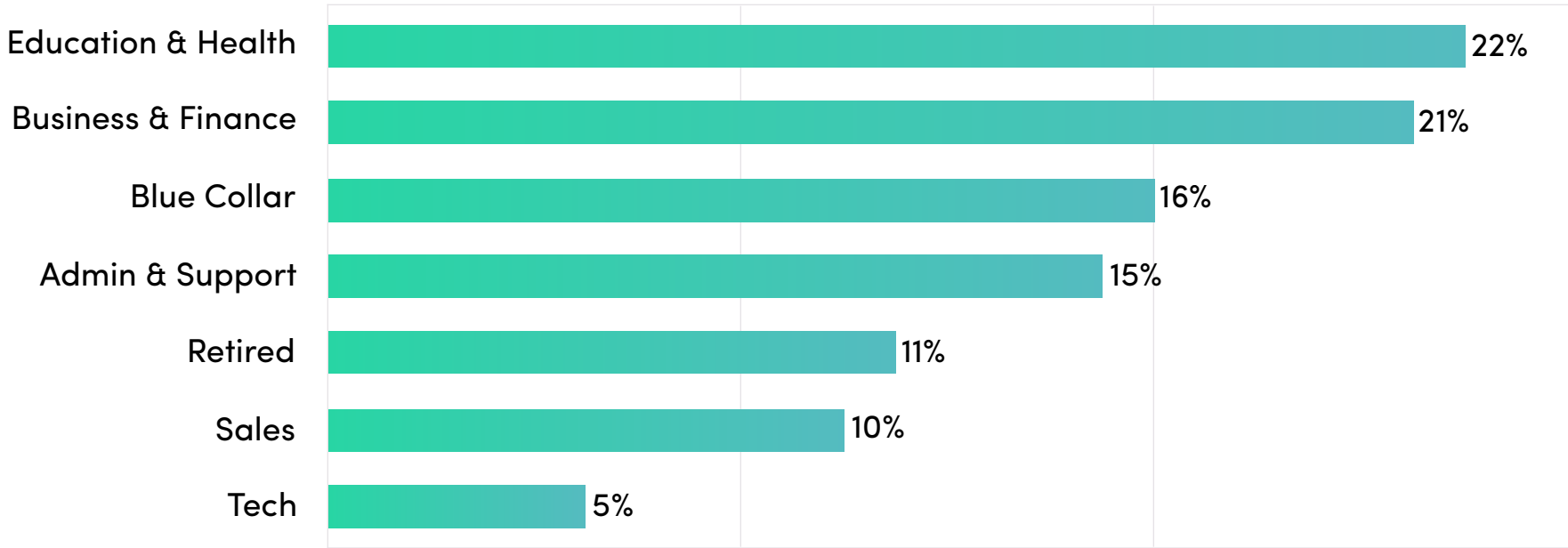
Placement Performance

For audiences who were exposed & visited the stores, percentage of this group that viewed each unit:

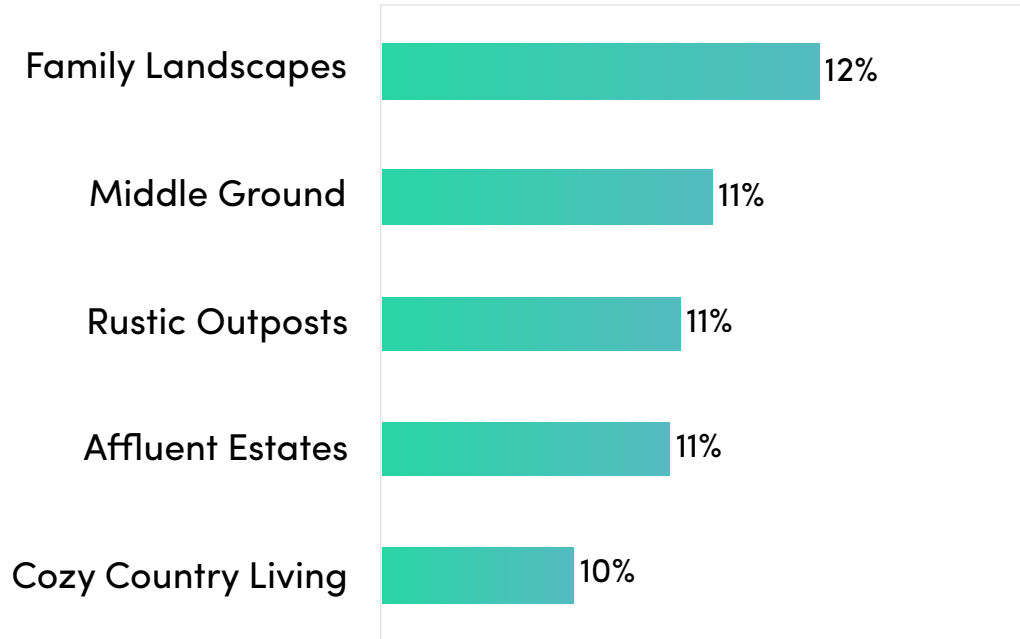


Demographic Profile For Exposed Audiences

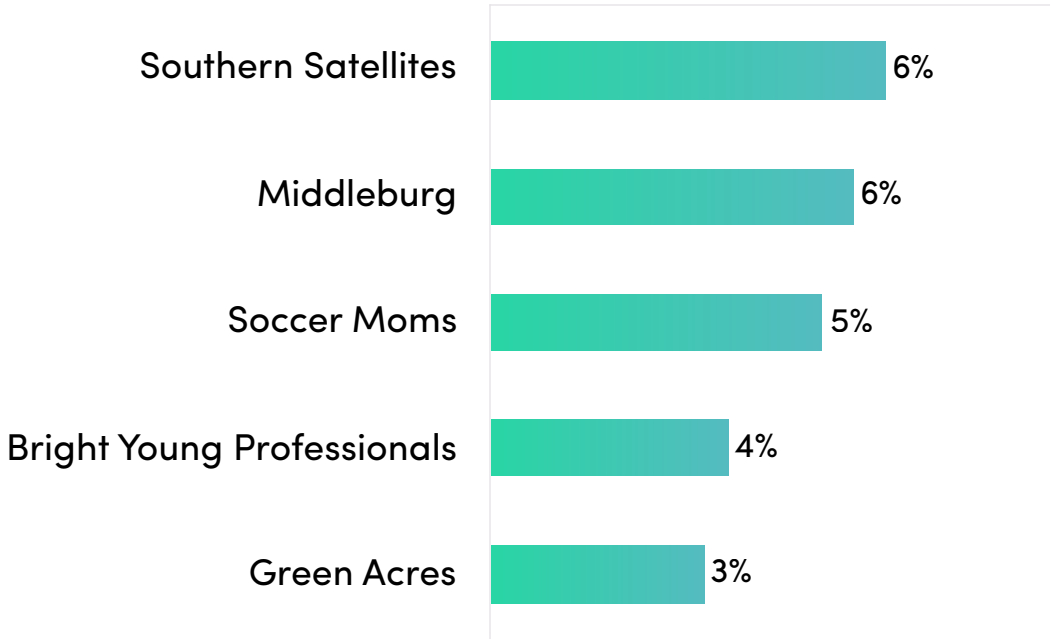
OCCUPATION



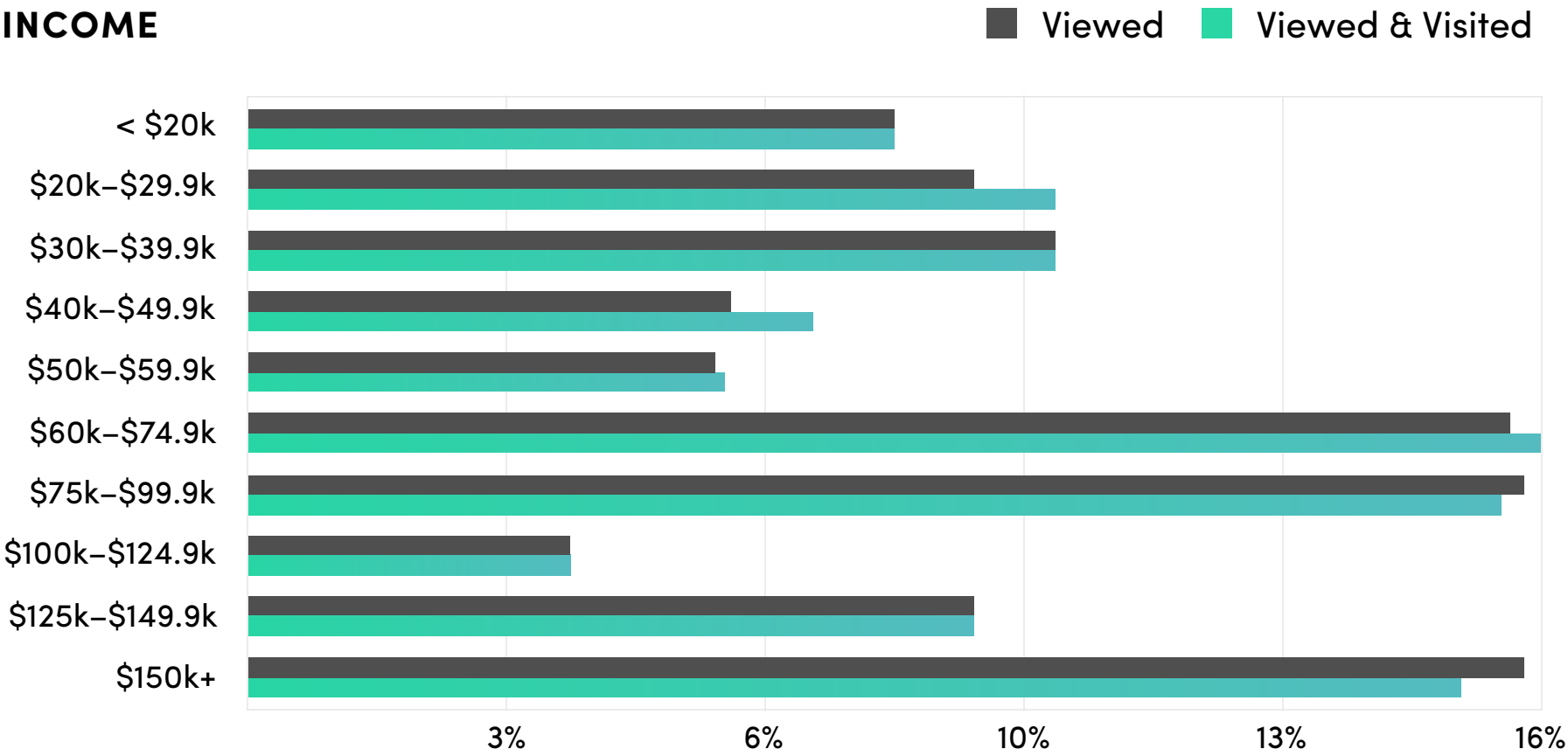
TOP 5 ESRI LIFE-MODE GROUPS



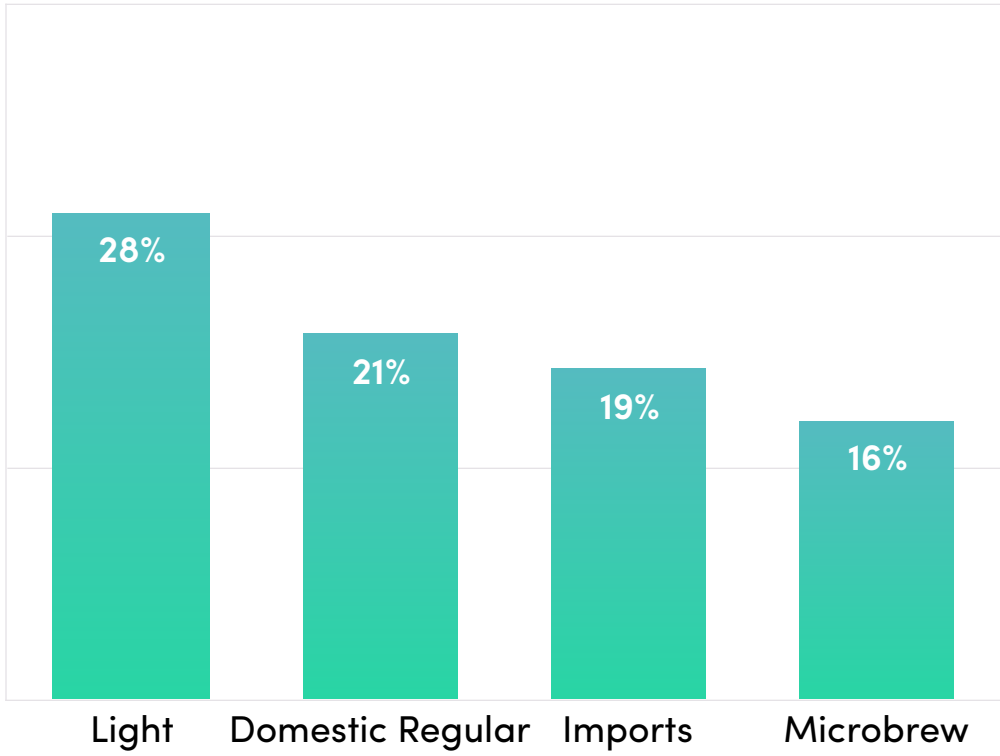
TOP 5 ESRI SEGMENTS



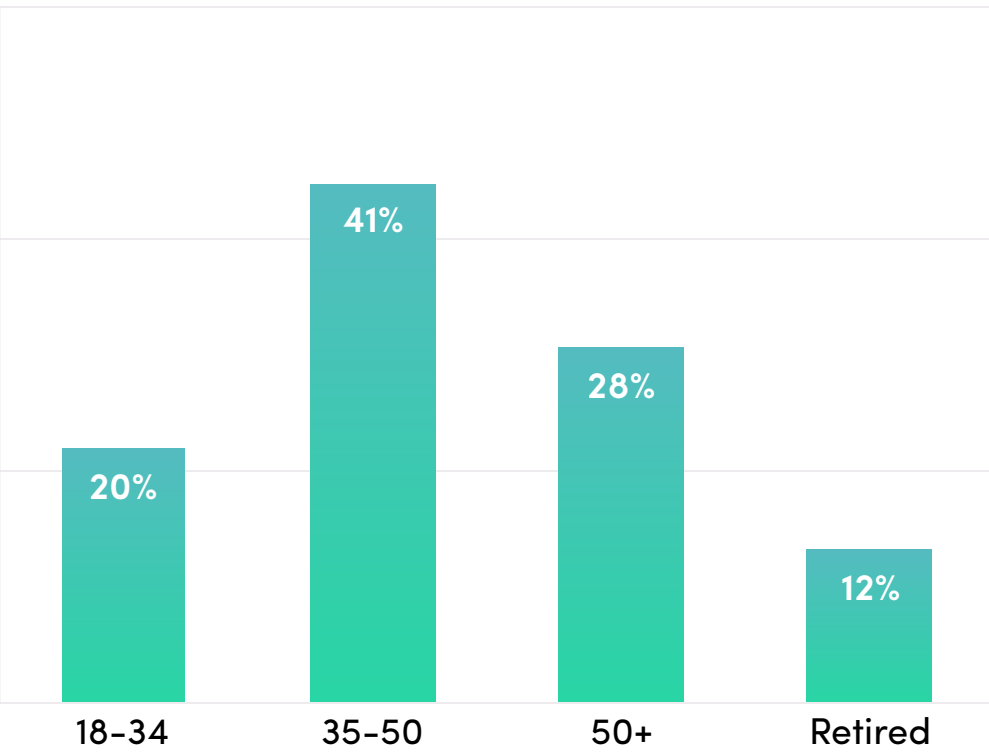
INCOME



BEER CONSUMPTION



AGE



How Brand X grew their business with Billups attribution.

Identified which type of placements had the highest exposure to the targeted audience.

Selected freeway bulletins, directional street boards or stadium placements based on location data for converted audiences.

Optimized market reach for targeted audiences using POI proximity and market demographics.

Increased foot traffic to retailers by optimizing key placement performance.

Optimized in market sales by increasing foot traffic from frequent purchasers and delivering in-route trigger reminders.



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