

Targeting custom audiences and measuring offline conversions

Helping a luxury automotive company drive in-store foot traffic and analyse digital campaign effectiveness

CUSTOMER

A global premium manufacturer of automobiles

INDUSTRY

Automotive

CHALLENGE

Increase test-drives and sales of their newest car model by attracting the right audiences to their showrooms and dealerships.

SOLUTION

Mobilewalla **Custom Audience Segments** to target the right audience for their new car campaign, ultimately driving sales results for their new model launch.

Mobilewalla **Analytics - Location Visitation Attribution (LVA)** to measure the effectiveness of the advertising campaign in driving visits to showrooms and dealerships.

Background

To drive sales for a new car model, a high-end automotive brand launched a campaign focused on increasing test drives and ultimately sales. With fewer showrooms and dealerships in the market, as compared to other brands in the premium category, they needed to spend their valuable advertising dollars attracting the right audience. Partnering with Mobilewalla, the brand was able to effectively target premium automotive buyers as well as measure footfall at select locations to evaluate the effectiveness of their advertising spend.

Finding the “right” audience

To start, they wanted to target consumers who were already in market looking to buy a luxury automobile as well as consumers who fit their typical buyer profile. The audiences that best matched this criteria were:



Affluent consumers



Visitors to competitor showrooms

Using Mobilewalla’s high-quality, reliable custom audience segments, the brand was able to attract a substantial proportion of visitors within these segments to their showrooms and dealerships for a test drive. Total in-store footfall for the designated showrooms and dealerships increased by more than 4,000 visitors as a result of the campaign.



Total in-store footfalls

Mobilewalla’s Location Visitation Attribution (LVA) solution calculated uplift in footfall to the showrooms and dealerships by comparing the behavior of an exposed group (EG) who received the ad, to an unexposed control group (CG), who did not receive the ad.

ABOUT MOBILEWALLA

Mobilewalla combines the industry's most robust consumer data set with deep data science and artificial intelligence expertise to help brands make more informed business decisions and effectively acquire, understand and retain their most valuable customers.

We collect, identify and analyze directly sourced application usage data from SDK integration and supply-side platform partnerships. Through our extensive AI expertise, we deliver refined consumer insights that provide enterprises with unparalleled access to the digital and offline behavior patterns of their customers and prospects as well as nuanced data about their competition.



3+ years of data



30+ countries



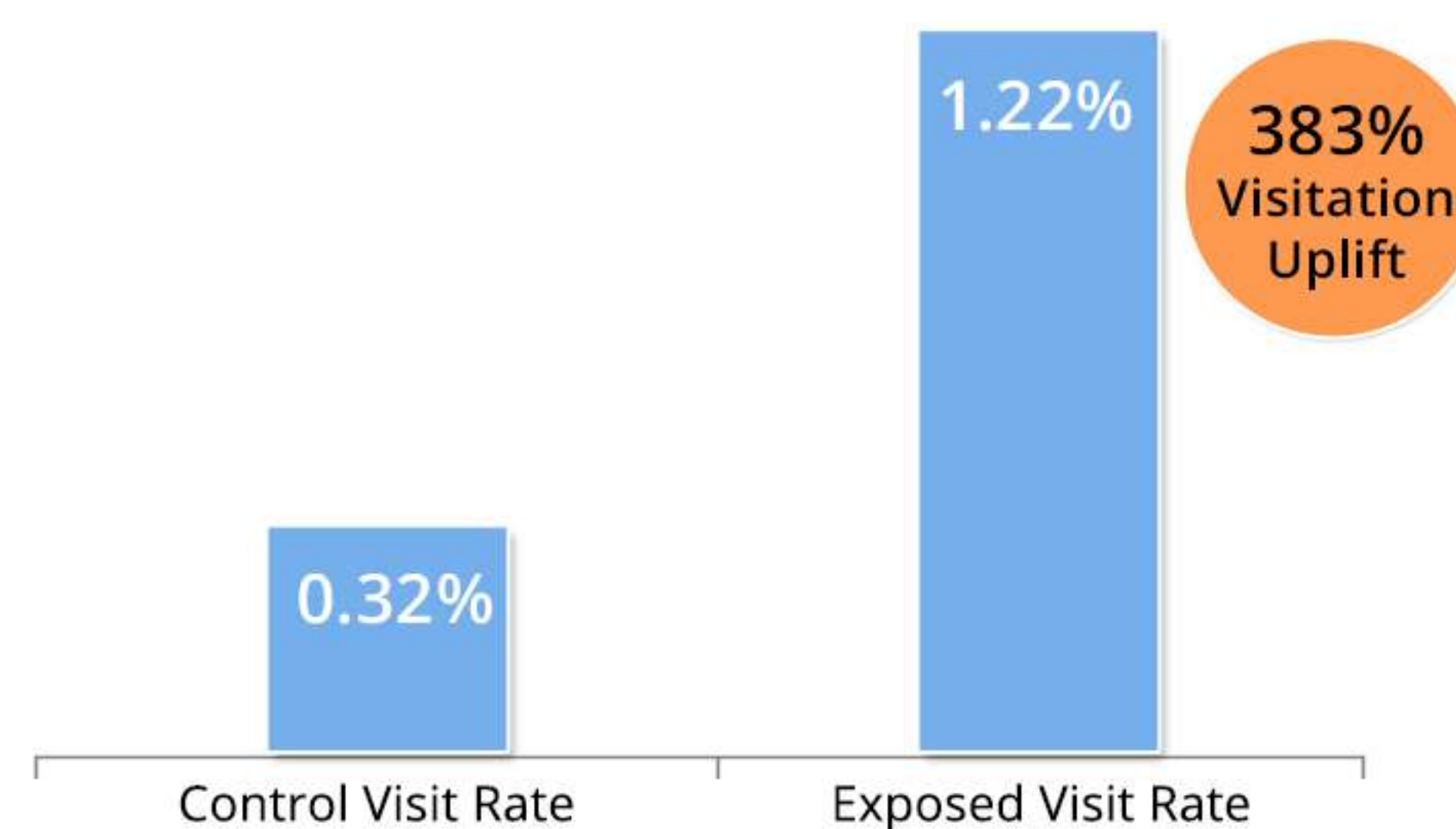
1.5B+ devices



50M+ POIs Mapped

Our analysis found the following:

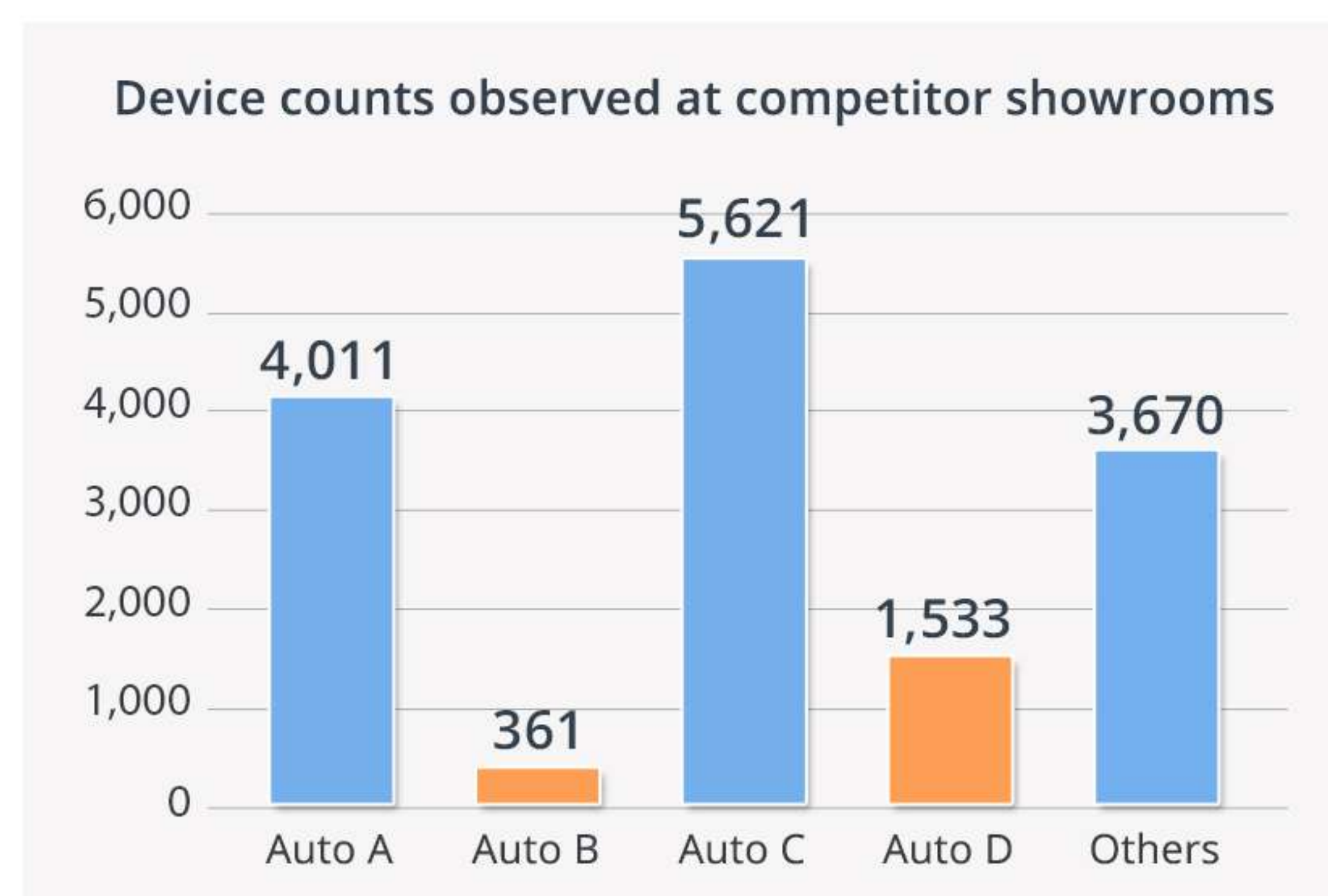
- A 1.22% increase in visitation rate for the exposed group which was a 383% uplift compared to the unexposed control group
- Within the exposed group, the “affluent consumers” segment accounted for 68% of the traffic and the “visitors to competitor showrooms” accounted for 32% of the traffic.



This analysis validated that their highly targeted campaign achieved its goal of driving more foot-traffic into their showrooms and dealerships for test drives of the new car.

Competitive Analysis

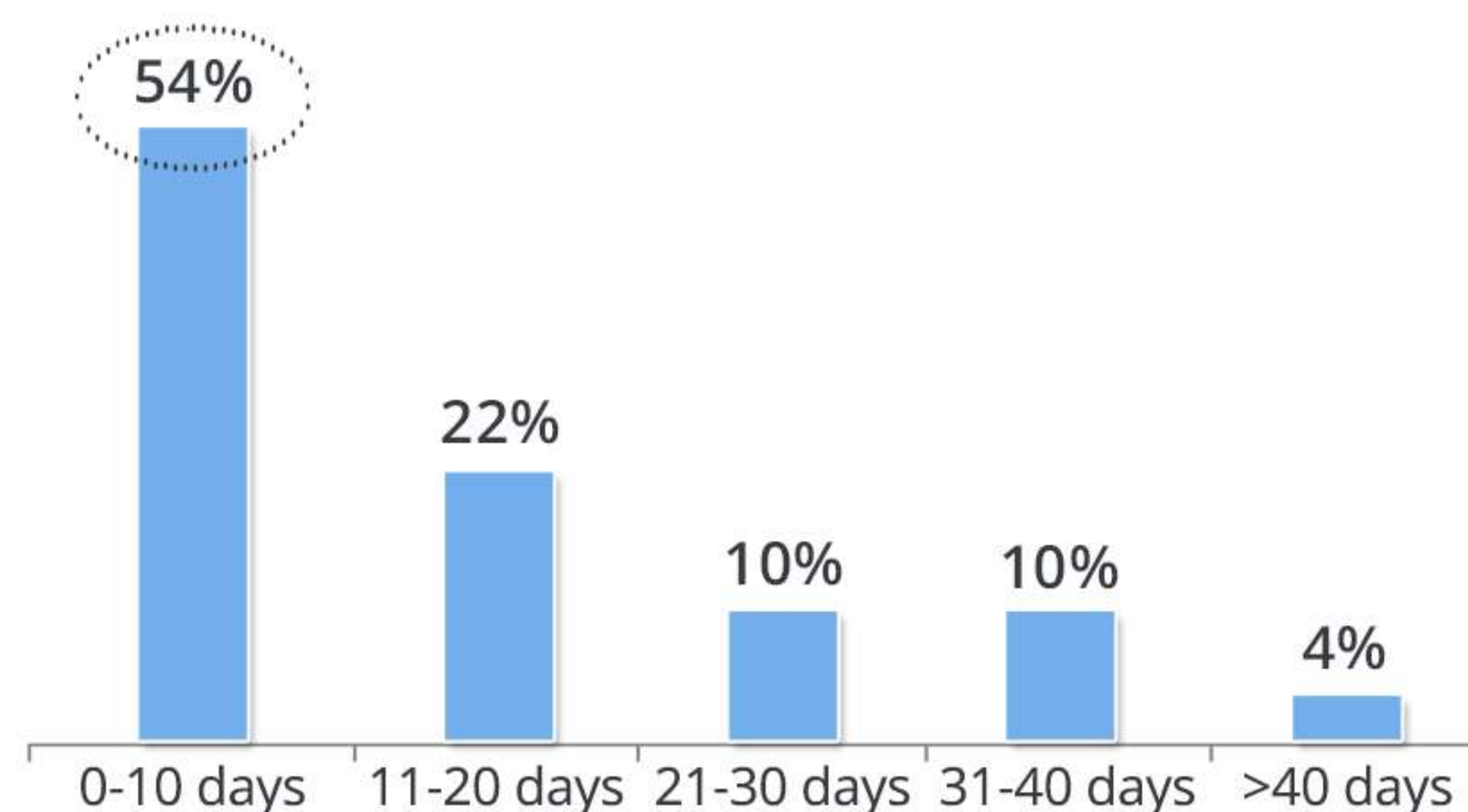
Campaign insights also revealed that their biggest competitor had only 25% more foot-traffic despite having twice the number of showroom and dealership locations.



Of those who had been exposed to the campaign, we observed a percentage of similar device IDs (visitation) at competing brand showrooms. This provided useful information for the next phase of the brands' plan – moving from retargeting strategies to message customization to effectively attract traffic away from their competition.

How long did it take for the target audience to convert?

Mobilewalla measures lead time to conversion by calculating the number of days between ad exposure to store visitation. Our analysis revealed that half of the total visits occurred within the first 10 days of launch.



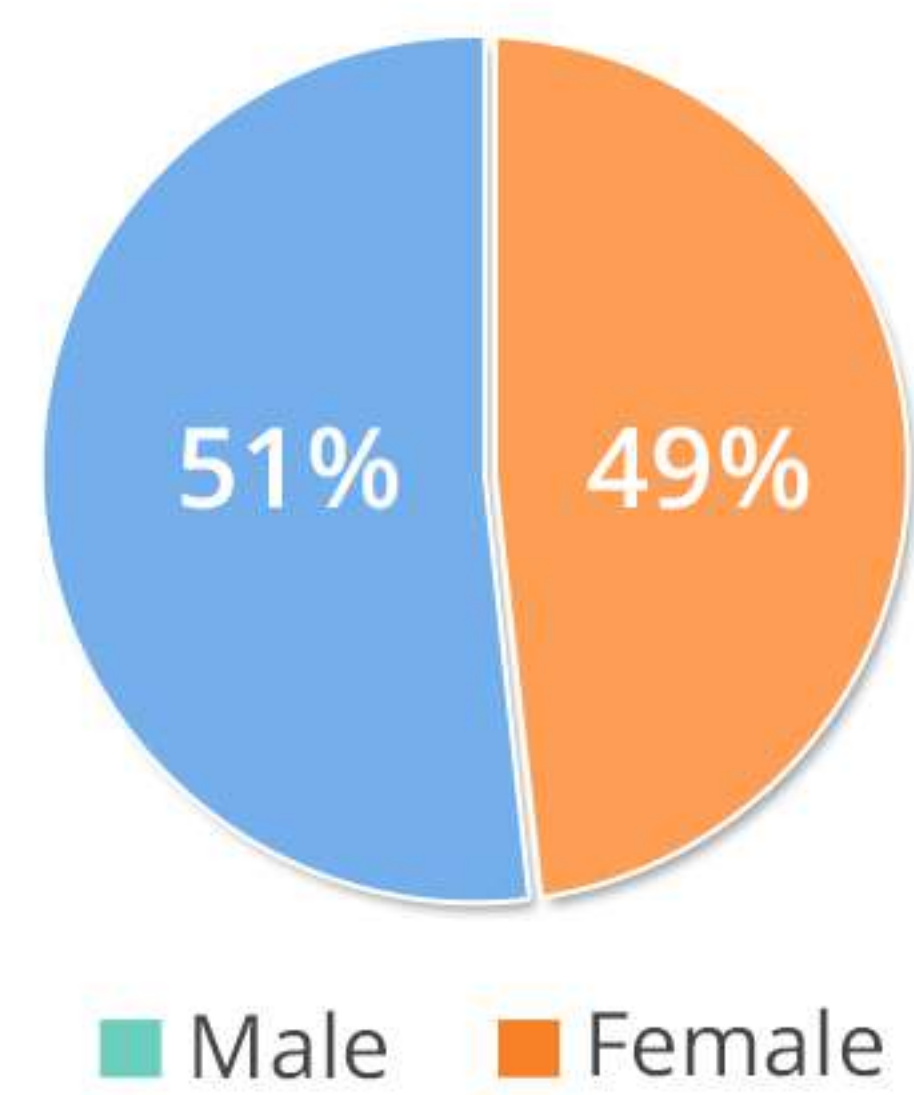
With almost 75% of the traffic occurring in the first 20 days of campaign launch, the brand was able to validate the short and long term impact that digital campaigns can have on foot-traffic, informing future advertising strategy.

What other insights were uncovered?

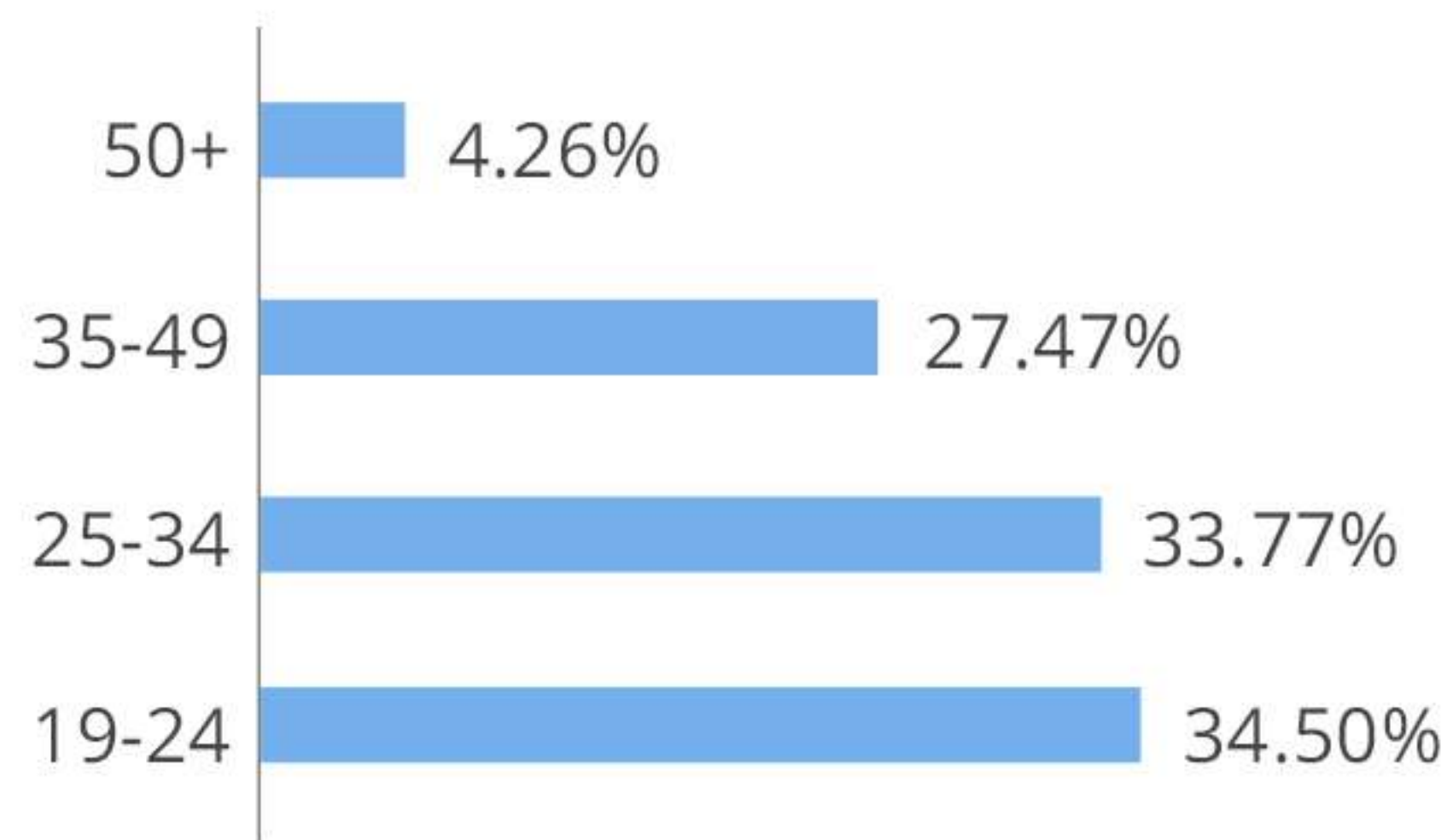
In addition to detailed footfall and competitor data, Mobilewalla was able to provide the brand with visitor demographic and showroom performance data helping them understand more about their consumer and informing future campaign and advertising strategy.

For example, they learned that the campaign attracted relatively more females than norms for this category, and an age distribution that reflected roughly 70% of visitors being young adults under the age of 34. This was a surprising result for the brand, as their typical buyer is male and between the ages of 25-49.

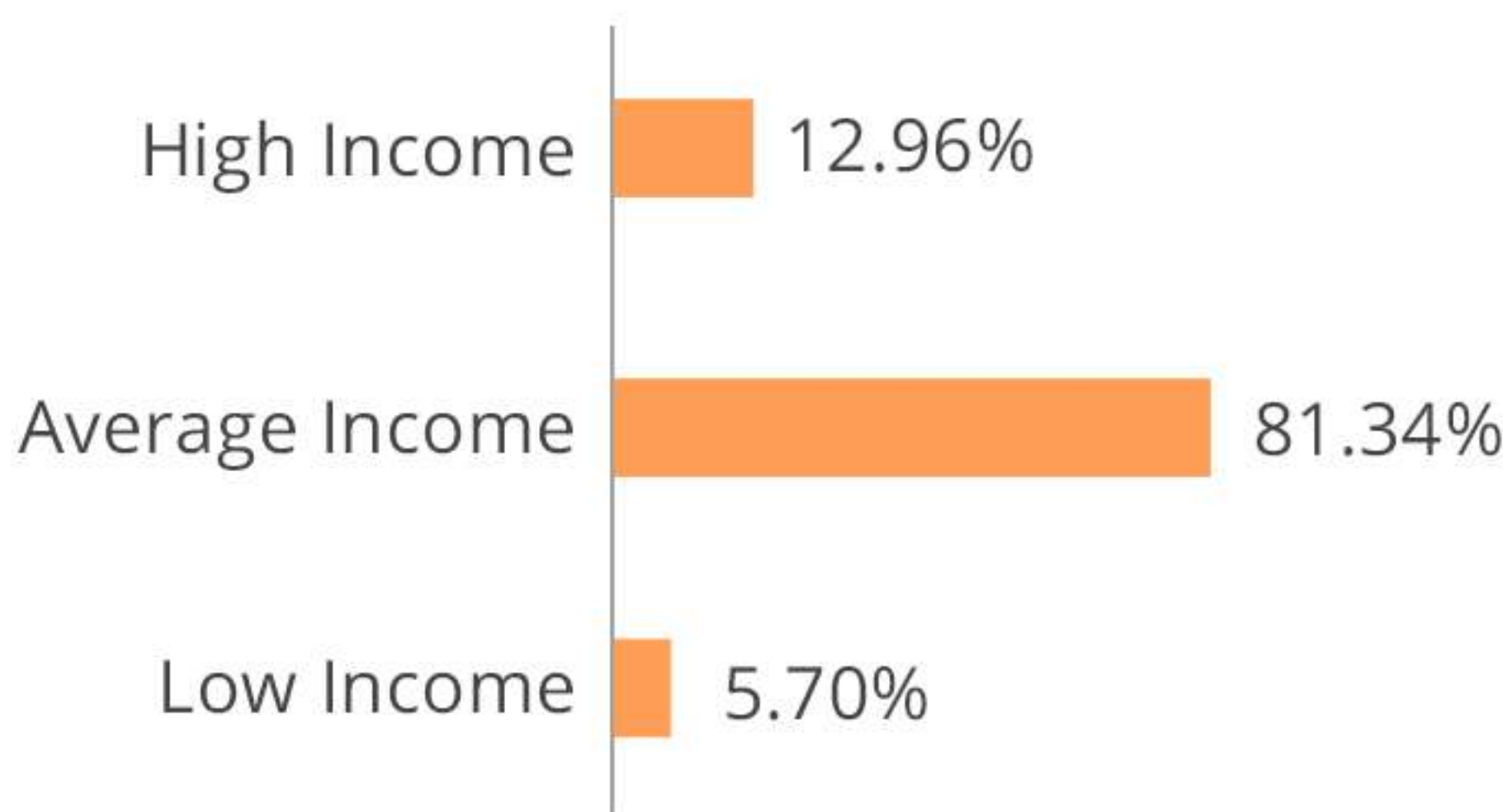
Gender Distribution



Age Distribution



Income Level Distribution



With the help of Mobilewalla the brand was able to achieve their goal of driving more foot traffic into their showrooms and dealerships, better understand the competitive landscape and gain more insight into the behavior and demographics of their consumer.

To learn more about how Mobilewalla can improve results for your business, visit www.mobilewalla.com