

Valassis Digital's tight geo-targeting drove strong foot traffic into Leading Wireless Service Provider stores.

Foot Traffic

+100%

Lift in Foot Traffic/Store Visits Among the Exposed surpassed benchmarks of 39% - 66%.

Incremental

Visits

26K

OBJECTIVE:

Drive foot traffic into Leading Wireless Service Provider store locations.

SOLUTION:

Valassis Digital reached the Wireless Service Provider's core demographic with location aware, dynamic mobile ad units that were served within a 1 mile radius of store locations.

Multi-dimensional targeting tactics were used including custom ATZ, purchase based, and audience based targeting to ensure further reach of the core demographic.

The full page, expandable dynamic mobile ad unit featured calls to action to call, get directions, and view website.

Verve was used to measure Foot Traffic.

RESULTS:

Valassis Digital successfully drove a strong lift in foot traffic that surpassed industry benchmarks. The program saw strong engagement with a 0.46% CTR and 1.73% engagement rate.