



Valassis Digital's hyper-targeted media drove in-store visitation at a regional Apparel Store.

Foot Traffic Lift
+50%

Test group saw a significant lift in store traffic vs. the control group.

Incremental Visits
38,075

25% (1 out of 4 visits) purchased at \$120 average ticket revenue made would be at \$1,142,250.

ROI
\$1.47

The campaign saw \$1.47 in profit for every media dollar spent.

OBJECTIVE:

Drive store traffic by reaching consumers within a close proximity of a regional Apparel Store.

SOLUTION:

Valassis Digital utilized hyper-targeted media to reach the desired custom audience with desktop display and dynamic mobile ad units.

Multi-dimensional targeting tactics were used on desktop including custom ATZ, contextual, audience, keyword, purchased based, and retargeting.

Location aware, dynamic mobile ad units featured calls to action to get direction, shop online, and view site.

A foot traffic analytic was used to measure the impact on store traffic and a revenue pixel was placed on the order checkout page.

RESULTS:

Valassis Digital successfully drove a strong lift in store traffic at the Apparel Store.

The revenue pixel placed on the order checkout page captured almost \$31K in sales, resulting in just under a 100% return on investment.

The campaign saw strong CTRs on both desktop and dynamic mobile of 0.29% and 0.72%, respectively.