

CASE STUDY | APPAREL RETAIL

OBJECTIVE:

Drive Consideration and Foot Traffic to Stores Among Millennials and Moms

APPROACH:

- Leveraged Vistar’s mobile carrier data and geospatial technology to define and create audiences of trendy millennials and moms.
- Analyzed the movement patterns of these consumers in order to activate digital out-of-home media at places where they were most likely to be.

KEY INSIGHTS:

- Precise audience definition and targeting boosted performance. Focusing on a moms audience and tailoring messaging to this demographic maximized campaign success. Moms exposed to the campaign were 9.9x more likely to visit stores.
- Campaign successfully drove consumers down the purchase funnel. In Los Angeles, where consideration and purchase intent were high at mid-campaign, additional media saturation converted these intent signals to store visits post-campaign.

RESULTS:

