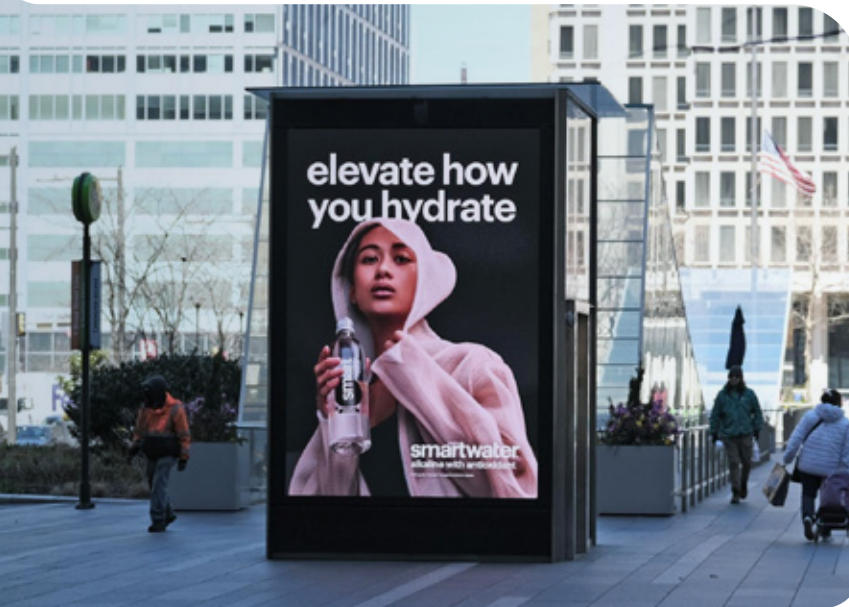


CASE STUDIES

The Best Audiences for



food & beverage
beauty & cosmetics
gamers
QSR



affinity
answers

vistar
media



ACTIVATE PROVEN AUDIENCES IN THE REAL WORLD

The same precision and performance seen in digital channels can be activated beyond the screen with Vistar Media's global DSP.

HOW IT WORKS

1. DISCOVER AND SELECT AUDIENCES

Quickly find Affinity Answers' travel and lifestyle segments within Vistar's planning interface by using intuitive filters, contextual descriptions or keyword search.

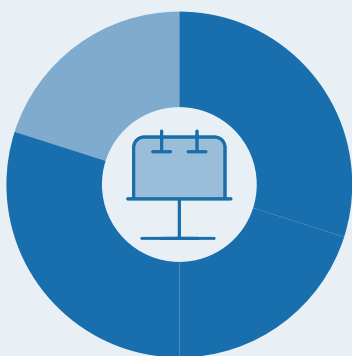
2. EXTEND YOUR STRATEGY

Activate those audiences across DOOH environments that align with travel intent, such as airports, hotels and transit hubs, to reach travelers where decisions are happening.

3. MEASURE REAL-WORLD IMPACT

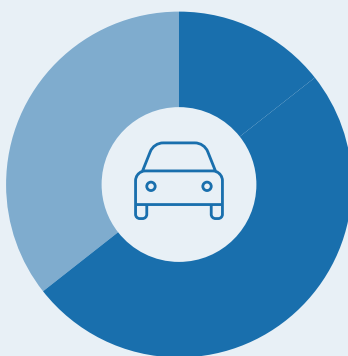
Leverage DOOH measurement studies to understand campaign outcomes, from awareness to visitation and purchase intent.

DOOH DELIVERS BOTH REACH AND RELEVANCE



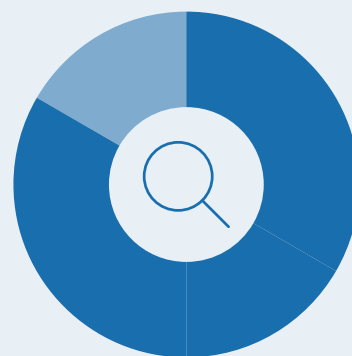
83%

of audiences recognize OOH ads while driving on the highway.



61%

of adults view billboard ads favorably, higher than any competitive media.



87%

who notice OOH in airports take action, often by searching for the brand online.

Together, **AFFINITY ANSWERS** and **VISTAR MEDIA** enable brands to combine trusted audience intelligence with the reach and relevance of DOOH.

AFFINITY ANSWERS ELEVATES COVERGIRL® WITH KATY PERRY

Using the TrueAffinity® Social graph to activate a pop star's social engagers, a cosmetics brand was able to boost Audio/Video on Video Completion Rates (VCR).

CoverGirl® wanted to increase it's relevance by partnering with a major pop star - Katy Perry. They knew there was an overlap in shared interest between the Katy and Covergirl, but they didn't know how to most effectively activate. Affinity Answers produced segments that identified overlapping fans of the pop star and the brand.

The impact on a major campaign KPI – the VCR rate – was enormous: the pop star segment achieved 70% vs. the 40% cosmetic category average.



VCR RATES



In addition, the Katie Perry fans were now twice as likely to engage with the CoverGirl on social than they were before the campaign began. In six short weeks, the pop star became the #1 music artist among the cosmetic brand's social engagers.

CUSTOM AUDIENCES OUTPACE LOYALTY BENCHMARKS

Social engagement is one of the richest data sources in the world, and Affinity Answers captures more than anyone else in the game, cataloging billions of engagements between 180MM people and over 40k brands, games, celebrities and media properties every month. And the world of QSR enjoys some of the highest engagement of any branded category. Whether it is through TikTok, Instagram, or Reddit, fast food fanatics connect and follow their favorite brands and celebrity endorsers for fun, food, and coupons. Affinity Answers captures these engagements and helps brands connect with those who are most likely to dine again or switch from their closest competitor.



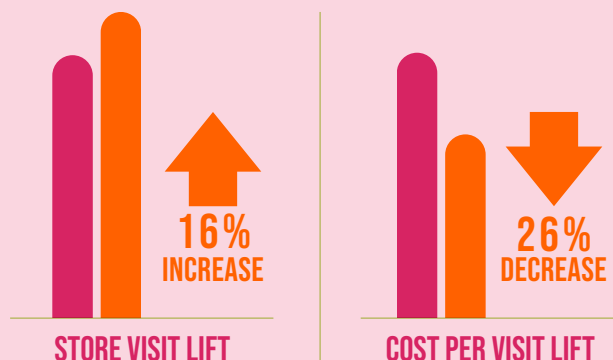
FINDING AND DRIVING NEW USERS FOR DUNKIN'

Dunkin' asked Affinity Answers to identify switchers and potential new buyers based on certain taste profiles based on the upcoming launch of new offerings.

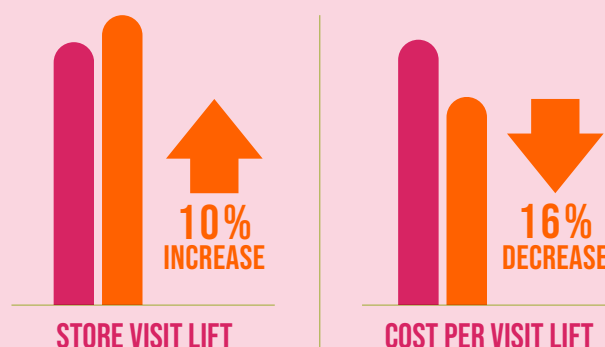
For Switchers, Affinity Answers used their TrueAffinity® Social Graph to identify the highest affinity and intent towards local/regional competition AND Dunkin'. These behaviors showed shared intent and thus would be the best group to target to drive one more Dunkin' occasion.

For Taste Explorers, Affinity Answers used their TrueAffinity® Social Graph to identify people who are willing to explore new things. With access to social engagement across more than 40k brands and entertainment properties, Affinity Answers was able to highlight branded engagement across fashion, food, technology, and more.

TASTE EXPLORERS



SWITCHERS



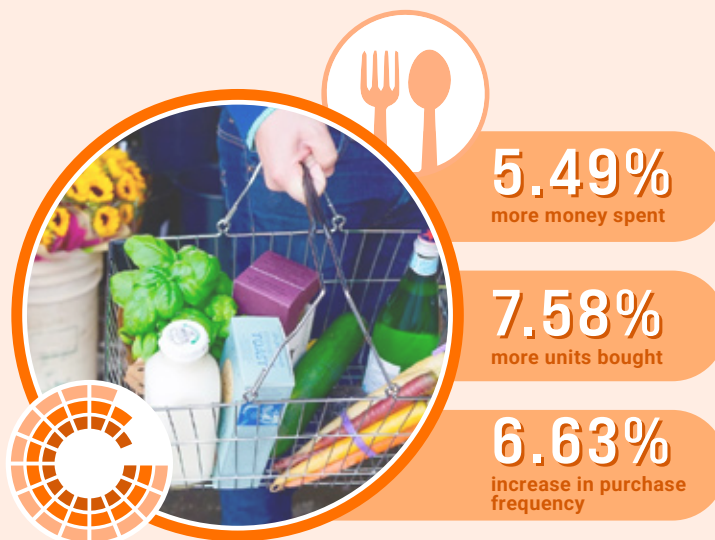
It was a resounding success. Based on internal measurement from Dunkin', Affinity Answers' audiences were able to increase sales while decreasing cost per acquisition.

INDEPENDENT STUDY CONFIRMS VALUE OF HIGH-AFFINITY

Independent data analysis firm Neutronian conducted a study to identify the value of customers based on affinity. Affinity-based segments were matched to industry standard purchase data to understand if there was a significant lift in purchase behavior based on consumers affinity for certain products and categories. Affinity scores ranged from 1-10. Low-Affinity was 1-3. High-Affinity was 8-10. The results confirm a significant lift in purchase behavior by high-affinity purchasers vs. low-affinity purchasers. Across the Food and Beverage Categories, high-affinity purchasers showed statistically significant increases in more money spent, more units bought, and an increase in purchase frequency.



FOOD & BEVERAGE RESULTS



Specifically in the Food & Beverage Category, identifying consumers with the highest-affinities towards certain brands was able to increase the amount of money spent, number of units spent, and purchase.

CONQUEST AUDIENCES STEAL SHARE DURING CHRISTMAS TIME

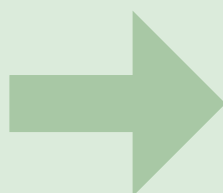
During the Holiday season, a top gaming console wanted to do everything it could to steal market share from it's main competitor—**PLAYSTATION**.

Affinity Answers created a segment to target people already engaging with Playstation with proven future purchase intent. A campaign was put in market by the gaming console company to switch loyalties and steal share.

After the campaign concluded, a brand study was conducted by Nielsen Vizu with one question: how likely are you to purchase Brand X gaming console in the next 3 months?



RESULTS



+10%

LIFT IN PURCHASE INTENT

The results were incredible: those reached by the Affinity Answers audience were more than 10% more likely to purchase the gaming console in the next three months. A full conquest campaign followed and the console recorded record sales for the quarter.