



Success Story: Driving visitation into Leading Telecom Provider Stores

Valassis Digital's hyper-targeted media drove strong foot traffic.

Store Visitation
Lift
+10%

Lift in incremental store visits by exposed audience is over 3x better than the Placed average of 3%.

Incremental Store Visits

15K

Cost per incremental store visit of \$7.08 was within Placed benchmarks.

OBJECTIVE:

Drive awareness and visitation into Telecom Provider stores in Los Angeles by reaching consumers across all devices.

SOLUTION:

Valassis Digital used Valassis Apio, a proprietary methodology that provides enhanced targeting to identify and reach consumers with relevant messaging.

Valassis Apio used traditional offline data to determine high-indexing Hispanic ATZs and mobile location history data. We then used device homing, cross-device matching, and device following capabilities to deliver the Display ads to consumers at home or away. Placed was used to measure foot traffic.

RESULTS:

By using a consumer-centric targeting approach that's no longer bound by a traditional trade radius, Valassis Digital discovered new consumer patterns and reached more prospects. This approach effectively drove more consumers to the Telecom Provider store locations.

The campaign saw a strong click through rate of 0.18%.

Valassis Digital's hyper-targeted media drove strong foot traffic.

Cost per Store Visit

\$0.83

Performance falls within the Placed Retail benchmark of \$0.29 - \$1.61.

OBJECTIVE:

Drive awareness and visitation into Telecom Provider stores in New York by reaching consumers across all devices.

SOLUTION:

Valassis Digital used Valassis Apio, a proprietary methodology that provides enhanced targeting to identify and reach consumers with relevant messaging.

Valassis Apio used traditional offline data to determine high-indexing Hispanic ATZs and mobile location history data. We then used device homing, cross-device matching, and device following capabilities to deliver the Display ads to consumers at home or away. Placed was used to measure foot traffic.

RESULTS:

By using a consumer-centric targeting approach that's no longer bound by a traditional trade radius, Valassis Digital discovered new consumer patterns and reached more prospects. This approach effectively drove more consumers to the Telecom Provider store locations.

The campaign saw a strong click through rate of 0.14%.