



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

Foot Traffic Lift  
**+23.5%**

Foot Traffic lift measures the difference in visitation rates between the exposed and unexposed.

New Rental Agreements  
**+19%**

The retailer saw a 19% increase in new rental agreements, as well as a 21% increase in all rental agreements.

ROI  
**3.4X**

3.4X ROI led to **\$5.4 million** in incremental revenue, **\$1.9 million** of which was attributed to brand new customers.

### OBJECTIVE:

Increase new rental agreements at Furniture Store by driving in-store and online traffic.

### 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 targeting tactics to determine high indexing ATZ's to deliver a Shared Mail insert overlaid with standard display ads on desktop and mobile devices.

We then used device homing, cross-device matching, and device following capabilities to deliver display ads to consumers at home or away.

A foot traffic analytic was used to measure store visits and store level POS data was used to measure new rental agreements.

### 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 Furniture Retailer locations and new rental agreements.