

CASE STUDY

Dynamic Mobile Advertising Steps Up Foot Traffic for TMT Companies

**SUPERIOR RESULTS
OVER ONE MONTH**

18.2%
MEDIAN VISIT UPLIFT

1.8K
AVERAGE INCREMENTAL
PROJECTED VISITS

CHALLENGE

U.S. technology, media and telecom companies of all sizes depend on Vericast media solutions to reach target customers and drive purchase influence.

SOLUTION

Dynamic mobile uses locally aware mobile advertising to spark engagement and drive in-store traffic. With Dynamic Mobile, Vericast identified and focused on in-market prospects utilizing data in the Consumer Graph™ such as location, income and interest in industry-related categories.

RESULTS

Dynamic Mobile ads, using real-time signals, provide an extra push for targeted consumers who are within a particular geographic radius, directing them to their nearby stores. Dynamic mobile ads deliver an 18.2 percent median visit uplift and 1.8K average incremental projected visits for our TMT clients.