## / TECHNOLOGY, MEDIA, TELECOM

# **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.

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As your marketing amplification partner, Vericast combines the power of data, media, technology and people to deliver a return on intelligence and take your marketing to new heights. Contact us at **info@vericast.com** 

