

CASE STUDY

Location-Based Mobile Advertising Drives Foot Traffic for TMT Companies

**SUPERIOR RESULTS
OVER ONE MONTH**

12.3%
MEDIAN VISIT UPLIFT

22K
AVERAGE INCREMENTAL
PROJECTED VISITS

CHALLENGE

U.S. technology, media and telecom companies of all sizes turn to Vericast media solutions to drive store traffic and purchase influence.

SOLUTION

Vericast's Digital Display solution delivers strong results, outperforming industry standards for viewability and brand safety. With Digital Display targeting, we identify and focus on in-market prospects using data in our Consumer Graph™, including location, income and interest in industry-related categories. Display ads are versioned and served on cell phones, within a pre-determined store radius to inspire prospects to visit the companies' retail stores.

RESULTS

Vericast Digital Display advertising delivers a higher return on ad spend by balancing precision and scale. It has a long record of effectively driving consumers to stores. In fact, foot traffic studies conducted between 2018 and 2021 show strong performance and proof for using Digital Display to drive measurable consumer action. There was an overall 12.3 percent median visit uplift and incremental projected visits average 22,000.