

How TV Increases Store Foot Traffic

Raising Brand Awareness +
Increasing Store Visits

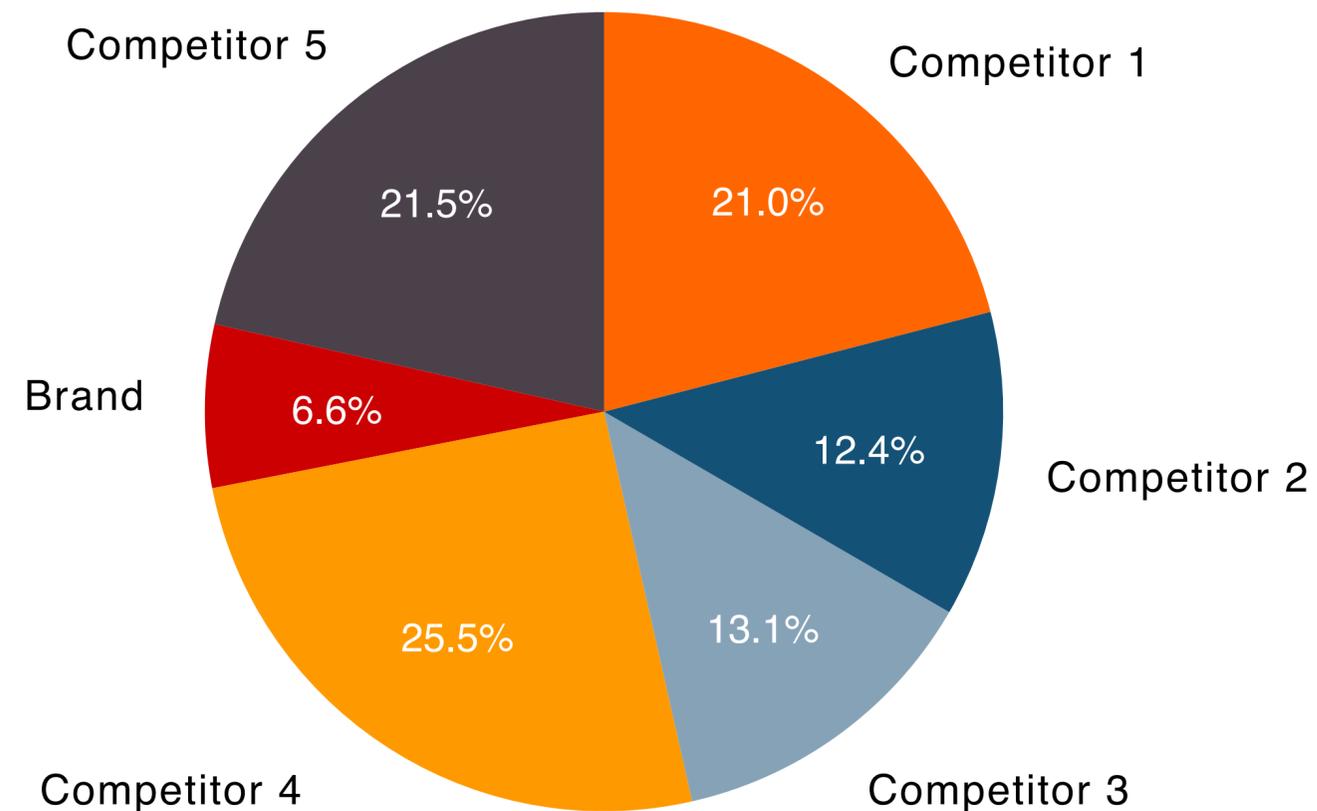
alphonso 
The TV Data Company

TREMOR
VIDEODSP
A TAPTICA COMPANY

The Challenge

A major retailer was having a difficult time capturing share of voice in a competitive market. In its category, the brand significantly lagged behind its key competitors in share-of-voice. The store needed a way to compete cost-effectively to increase brand awareness and drive store visits.

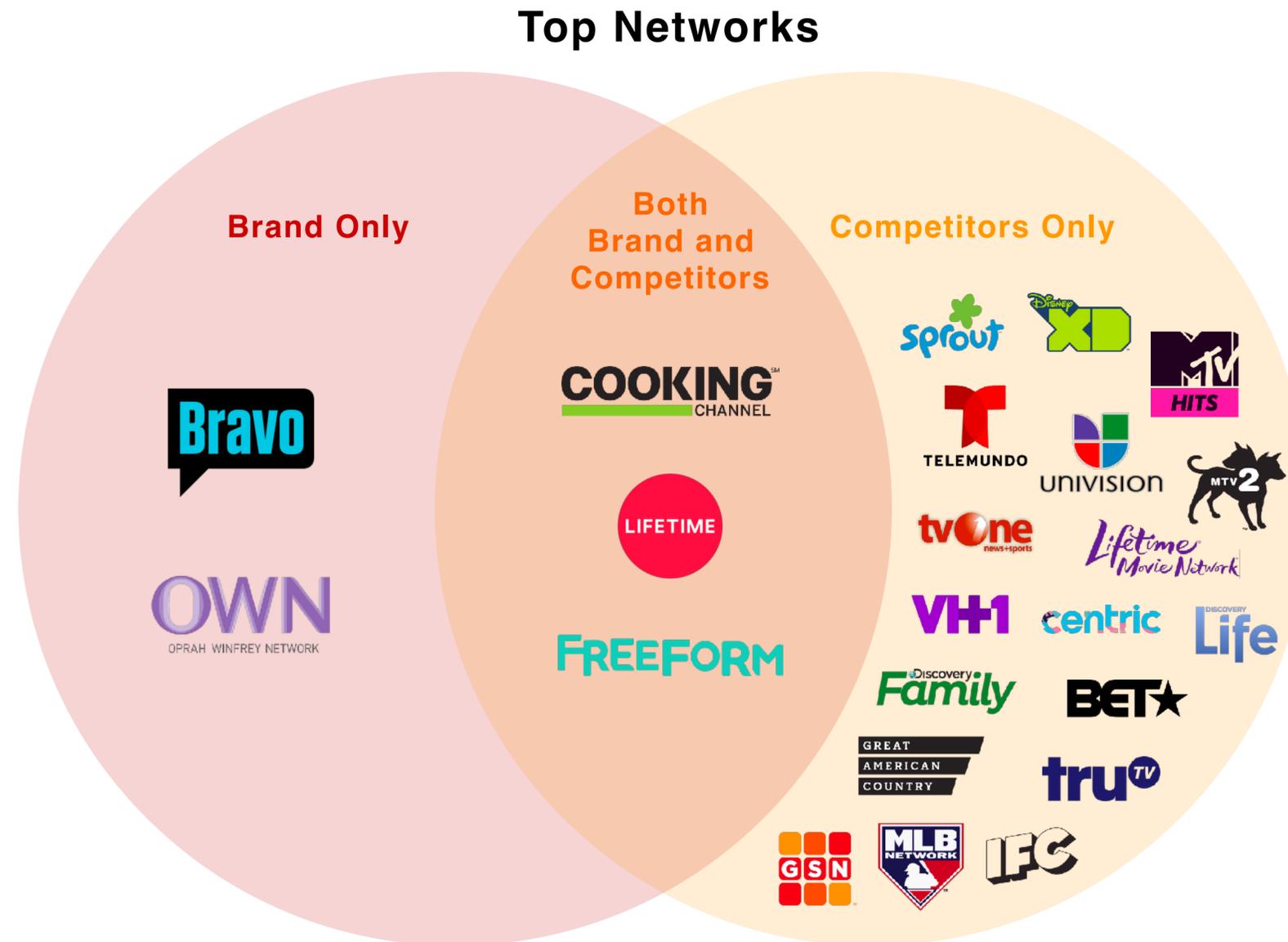
SoV by Total Ad Airings



Source : Alphonso TV Audience data 17th April to 13th May 2018

Analysis of TV Audience: Brand vs. Competitors

Competitors were reaching different audiences, including viewers of networks such as Discovery Family, CMT and truTV.



The Plan

Alphonso enabled the retailer to extend the frequency of its ad campaign by reaching the audiences that were exposed to its competitors' TV ads.

As a result of the brand targeting viewers of competitors' TV ads, it would extend reach beyond its normal TV plan, to networks such as BET, TruTV, Telemundo, and Disney XD.

Conquesting



Measuring Impact: Location Analysis

The brand worked with Alphonso and Tremor Video DSP to evaluate success with a measurement program.

To measure ad effectiveness of the campaign, Alphonso complemented its TV ad exposure data set with location data, to connect the dots between ad exposures and store visitation at an aggregate household level.

Lift in visitation is determined by comparing exposed and unexposed groups.



Results: Drove 25% More Store Visits

Campaign Metrics		
7.3M	6.1M	84.5%
Impressions	Video Completes	VCR

In addition to exceeding standard delivery benchmarks, the campaign also generated 25% more store visits.



**25%
lift in
visits**

Visit Rate Index

Campaign Summary

- The brand was being outspent by 2-4x on TV by its major competitors.
- The brand utilized Alphonso TV data to reach viewers of its competitors' TV ads.
- Targeting viewers of competitors' TV ads helped the brand to extend reach to networks that it doesn't normally target, contributing to overall campaign success.
- The campaign delivered 7.3M video impressions and had a video completion rate of 84.5%.
- By using Alphonso TV data, the department store was able to measure the effectiveness of the digital campaign, which generated 25% more foot traffic to stores for the exposed audience versus the unexposed audience.

About Alphonso

Alphonso is a TV data company and the market leader in providing brands and agencies with verified TV audiences on mobile devices and the web. Its Alphonso TV Data Cloud services power TV retargeting and brand insights for hundreds of the Fortune 500 brands and agencies in the U.S. The company enables its clients to amplify their TV spend with digital, and to reach targeted TV demographics across all screens.

With automatic content recognition (ACR) technology embedded in tens of millions of hardware and software products, including smart TVs, TV chipsets, mobile apps, gaming consoles and streaming devices, Alphonso understands what programming and advertising people are watching on TV. Through its Alphonso Insights SaaS offering, Alphonso delivers actionable insights and closed-loop attribution with offline data in real time to help its customers understand the true impact of TV advertising. To learn more, visit www.alphonso.tv.

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