

Programmatic OOH Case Study Auto Retailer



Objective

A national auto retailer partnered with Place Exchange to reach drivers and increase store visits at targeted locations using highly-visible roadside billboards.

The retailer specifically wanted the programmatic DOOH campaign to drive lift in foot traffic to their underperforming stores, as well as increase their brand exposure in regions where their stores are located.



Audience Targeting

The auto retailer provided Place Exchange with a list of the **250 worst-performing store locations** and the **250 best-performing store locations**. Place Exchange created a 5-mile radius around each store, and served ads to billboards within the defined geo targets.

Map shows a sample of targeted stores and Place Exchange inventory.

Legend

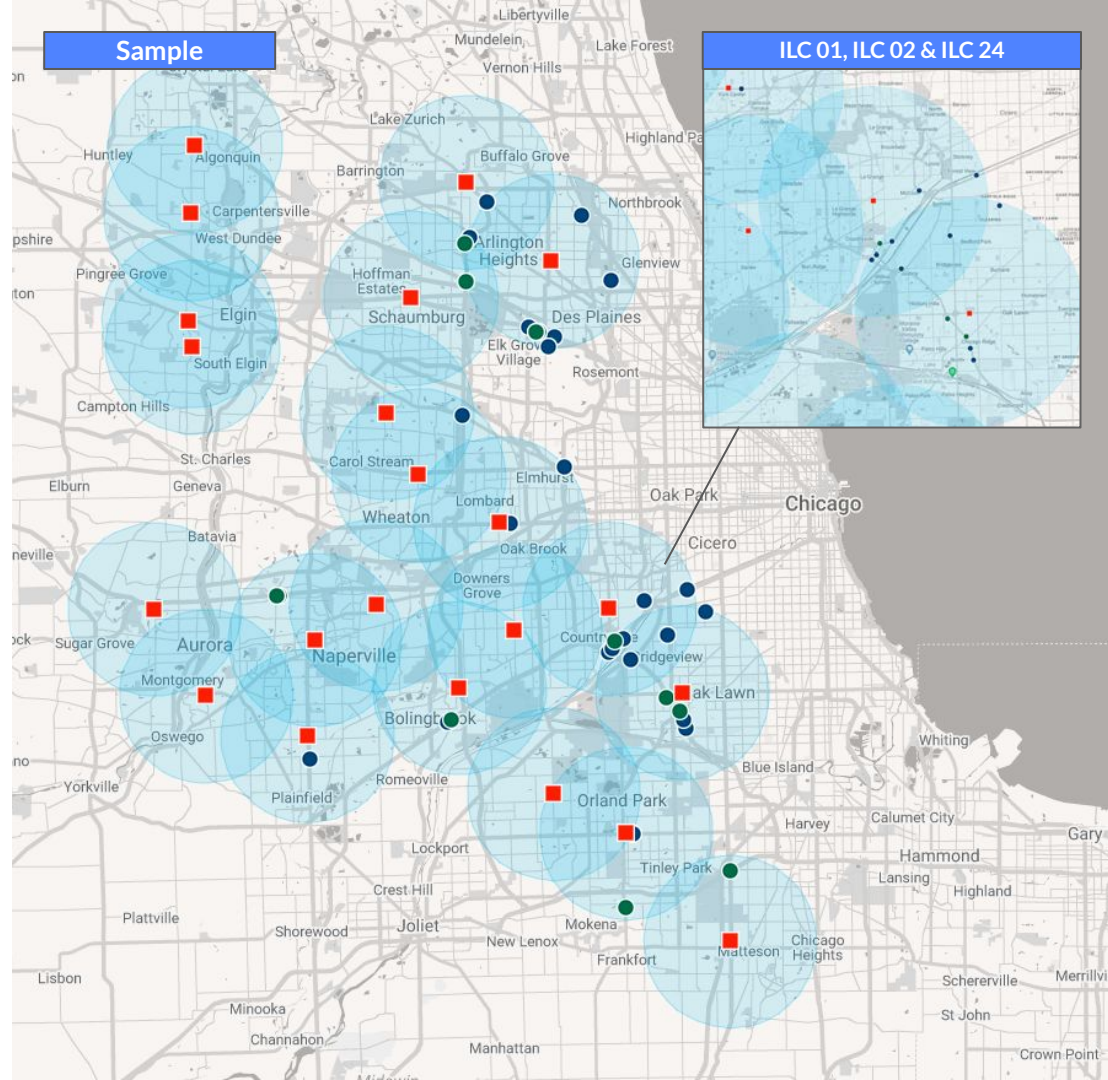
Publisher 1



Publisher 2



Top 250 Poor-Performing Stores

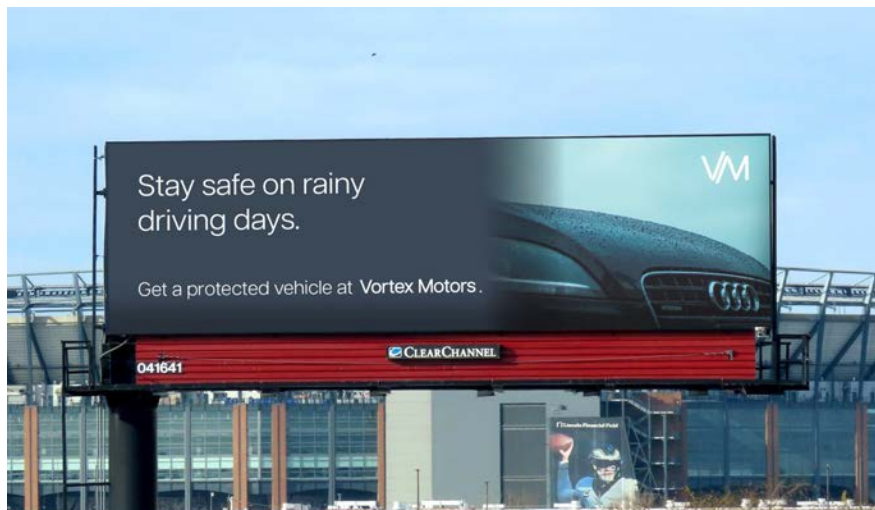


Campaign Goals & Metrics Summary

Goals	Success Metrics	Methodology
<ul style="list-style-type: none">● Increase foot traffic to the auto retailer's stores, particularly for underperforming locations● Drive brand awareness of the retailer in regions with store locations	<ul style="list-style-type: none">● Deliver targeted campaign impressions in full, in line with specified geo and venue targeting● Demonstrate in-store visitation lift at targeted stores	<ul style="list-style-type: none">● Map list of store locations and set up POI targeting● Identify Place Exchange inventory within targeting parameters● Use Place Exchange to seamlessly activate DOOH campaign programmatically across different publishers● Deliver campaign exposure data to 3rd party measurement vendor

Weather-triggered Dynamic Creative

To increase engagement from consumers, the retailer used weather data to dynamically trigger the relevant creative messaging. When the predefined thresholds were met for extreme cold weather, rainy weather, or extreme heat, the corresponding creative would appear in real time on the targeted screens.

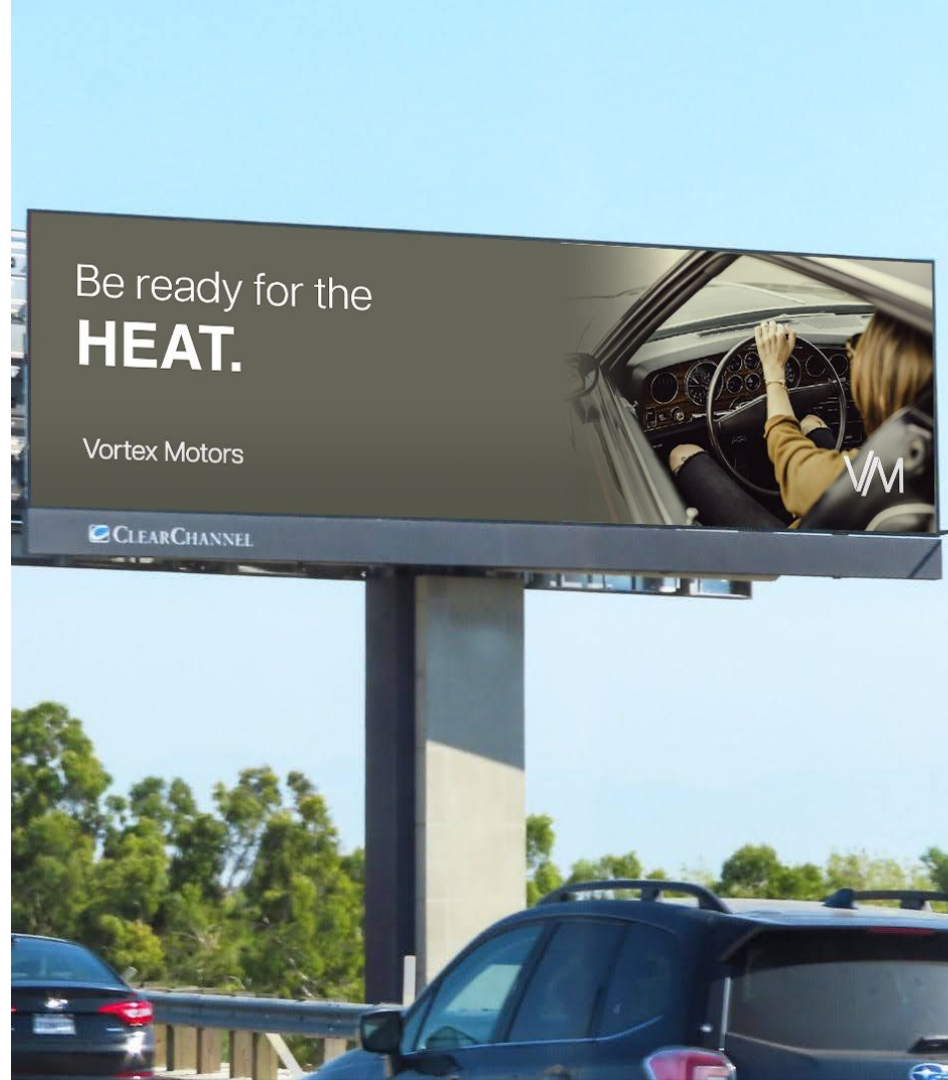


The brand also leveraged promotional creative during holidays, such as for Labor Day and President's Day.

Measurement

The auto retailer and Place Exchange partnered with Foursquare (Placed) to measure the efficacy of DOOH media in driving in-store visitation lift across all 500 targeted store locations.

Foursquare calculated lift by comparing the exposed population that saw the DOOH campaign with a control group that did not see the ads. A 30-day conversion window for store visitation was used in the lift calculation. The study took place over a 3-month period.



Campaign Results

Measured by FOURSQUARE

58.6M

total impressions delivered by
Place Exchange

75%

in-store visitation lift attributed to
DOOH campaign across all targeted
retail stores

141%

in-store visitation lift attributed to
DOOH campaign across the
under-performing store segment

474k

total store visits generated by the
programmatic DOOH campaign

Learnings

- The DOOH placements drove **significant, cost-efficient life in in-store visits to targeted locations**, including for both the underperforming and best-performing stores.
- Place Exchange enabled the auto retailer to seamlessly adjust dynamic DOOH creative messaging to account for seasonality, weather, and brand initiatives with a click of a button in their DSP.

Unlock the real power of OOH

