



Attribution Case Study

Lakeside Mall - Holiday Campaign

Campaign Objective

Lakeside Mall launched an out of home and mobile campaign to attract shoppers to the mall during holiday season. The mobile campaign targeted fashionista's aged 25-49 and young mothers by geo-fencing children's stores and attractions, affluent neighborhoods, elegant restaurants, and competitor shopping areas. The campaign measured the success of out of home in driving conversions both online and in-store. The conversion pixel attribution measured 108 conversions from the mobile ad to the Lakeside Mall website. The foot fall study measured the number of device IDs that entered the mall after exposure to the billboard and mobile campaign. This data concluded there were 10,818 total verified walk ins, which includes duplicate visits and 3,256 unique VWIs.



Campaign Details

Timeframe: November 12, 2018 - December 23, 2018

Market: New Orleans

Format: 16 Billboards

18+ Impression Delivery: 5,978,688 OOH Impressions; 301,495 Mobile Impressions

Campaign GRP Totals: 876.4 GRPs

Verified Walk-Ins Information

Total Unique Verified Walk-Ins 3,256
 Total Unique Verified Walk-Ins By Day..... 10,818
 Walk-In to Overall Click Ratio 822%

Conversion Pixel Information

Total Website Conversions 108
 Overall Click to Conversion Ratio 8%

Results

- 1,316 mobile clicks
- 0.44% click through rate
- 227% above industry average

