

## OOH Attribution Case Study - National Grocer Brand



### Campaign Objective

Generate awareness and consideration of the grocer's online ordering and app with same day pickup.

### Solution

Activate strategically placed printed bulletins in high traffic areas for maximum reach and frequency with a creative focus on the time-saving benefit of the service.

### Campaign Performance Highlights

- Consumers took immediate action - 43% of consumers exposed visited a store within 3 days.
- Weekends and weekday late afternoons were the most visited days and times.
- The ads call to action drove response - 55% of consumers spent 15 minutes or less in a store.
- Consumers displayed different behaviors by DMA. Atlanta consumers were willing to visit stores much farther from their exposure to the ad.

### Visit Rate Distribution by DMA

Visit Rate was significantly higher for the consumers exposed to the OOH campaign versus the control group (those not exposed to the campaign) throughout the campaign flights.

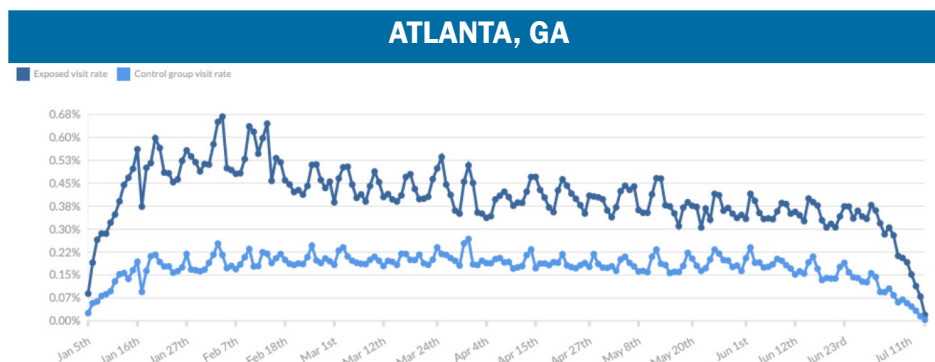
### Daily Visit Rate Distribution



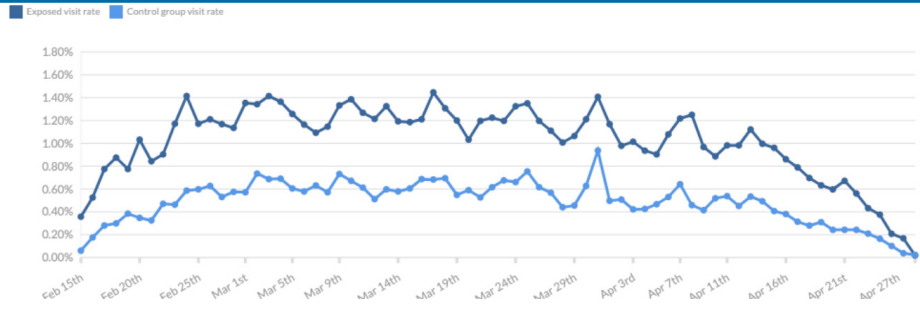
### Campaign Details and Results

DMA	Campaign Flight	Uplift by DMA	Weekly GRPs
Atlanta, GA	1/5 - 6/27, 2018	80%*	400
Portland, OR	2/15 - 4/13, 2018	78%*	187
Knoxville, TN	8/31 - 10/5, 2018	97%*	654

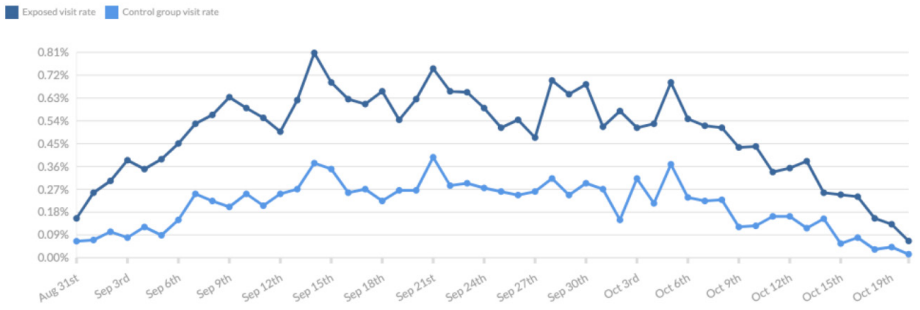
\*Cuebiq's National Benchmark for Grocery Stores is 5-51%



## PORTLAND, OR



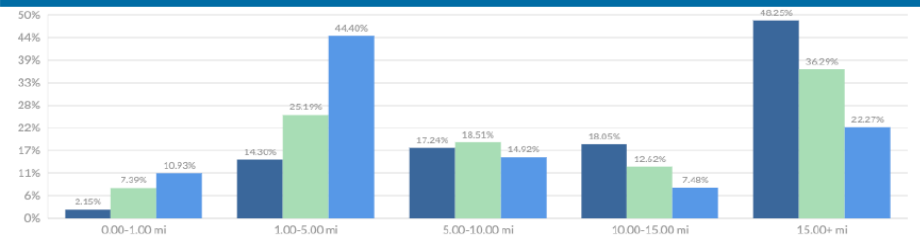
## KNOXVILLE, TN



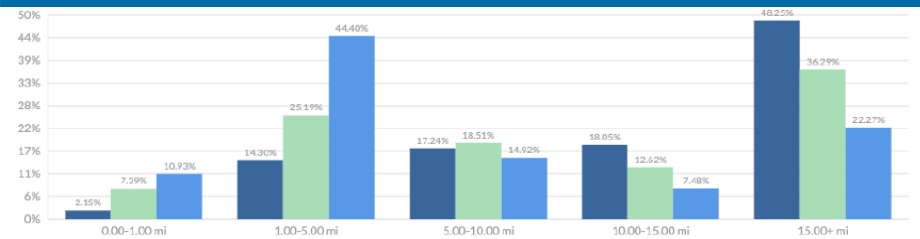
### Distance to Store Visited from Billboard Exposure, Home, and Work

Consumers do not necessarily need to see the OOH ad close to the store in order to visit: these charts show how a Significant % of consumers visited stores far from where they saw the billboard. However, distance from work played a key role: 55% of visitors worked within 5 miles from the store.

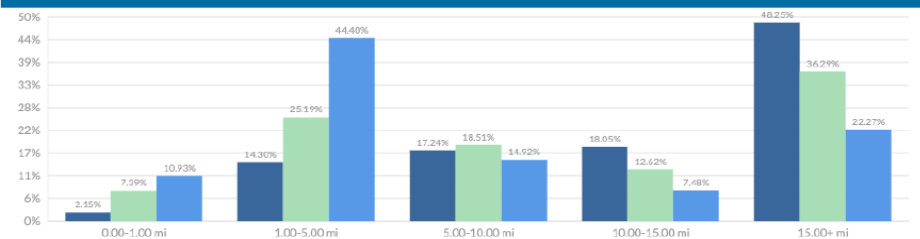
## ATLANTA, GA



## PORTLAND, OR



## KNOXVILLE, TN



- Distance from the BB
- Distance from home
- Distance from work