



Campaign Summary

Target utilized Lamar's expansive programmatic digital out-of-home (DOOH) network to drive in-store visitation to their newly renovated stores.

STRATEGY

The DOOH media was strategically placed in a mix of indoor and outdoor venues such as billboards, gyms, gas stations, salons, colleges/universities, urban panels, bus shelters, casual dining areas, taxi/rideshare tops, and office buildings. Target utilized geotargeting to reach consumers within a 3-mile radius of their renovated stores. With the flexibility of programmatic DOOH, the creative strategy was customized to deliver relevant creative messaging and to make real-time adjustments to the campaign as needed.

TAKEAWAY

The campaign successfully increased the number of visits to the remodeled stores, demonstrating the effectiveness of using precisely targeted out-of-home advertising to attract new customers.

Performance Highlights

APPROACH

- ✓ Proximity Targeting
- ✓ Creative Optimization
- ✓ ROI Measurement

CONSUMER JOURNEY



Through Vistar's Demand-Side Platform (DSP), Target effectively reached potential customers at various touchpoints throughout their daily routine.

72M+ Impressions

+6.51% Lift in Store Visitation

533K Store Visits
(4-day lookback window)