

Objective

Leading retailer Target, alongside agencies Kinetic and Essence, leveraged programmatic digital out-of-home (DOOH) to drive foot traffic to its remodeled store locations through a strategically targeted, multi-month activation via Vistar Media.



Our Strategy

To reach consumers at key touch points throughout their day, surrounding remodeled store locations, Target leveraged Vistar's DSP to seamlessly activate DOOH media across a mix of indoor and outdoor venues including billboards, gyms, gas stations, salons, colleges/universities, urban panels, bus shelters, casual dining, taxi/rideshare tops and office buildings.



How We Got Here:



Proximity Targeting

To inform where the campaign’s media should run, we leveraged POI targeting within a 3-mile radius to surround the key Target locations that were being renovated across 65 different cities.



Creative Optimization

To enhance the relevancy of the campaign creative to each specific neighborhood, Target ran dedicated ‘remodeled store’ messaging within close proximity to each retail location. The creative strategy was custom yet entirely flexible because, due to the agility of programmatic OOH, Target could make changes to the 5 ½ month campaign in real-time as plans or conditions for the remodeling for any given store shifted.



ROI Measurement

We conducted a foot traffic study with Vistar’s partner, Foursquare, to evaluate the impact of DOOH exposure on actual consumer visits based on verified exposure.



Results

72M+

Impressions

533K

Store visits
(4-day lookback window)

6.51%

Lift in store visitation

The campaign also drove a proven **lift in visits** among consumers who had not previously been Target customers, showcasing the effectiveness of using highly targeted out-of-home to acquire new customers.