A person with curly hair, seen from behind, is holding a smartphone. The phone screen displays a map application. The background shows a city street with trees and buildings.

# Drive to Store with Incrementality

**#MEDIASMART**  
an affle company

**mediasmart's difference**

# Integrating Consumer Journeys Across Screens

We connect mobile devices and shared screens using location technology and intelligence, integrating user journeys across screens and linking online and offline worlds



**Drive to Store  
with Incrementality**



**DOOH with  
Audience Sync**



**CTV with  
Household Sync**



**Scalable  
Omnichannel Targeting**



**Impactful  
Mobile Ads**

# Drive-to-store with incrementality

Effortless  
Drive-to-store



Drive-to-store  
methodology



Boost your  
Drive-to-store



External  
Drive-to-store



3rd party  
Drive-to-store



# Effortless Drive-to-store



What is Drive-to-store



Why use Drive-to-store



Main aspects



Effortless Drive-to-store

## What is Drive-to-store

Create impactful  
advertising to  
influence your  
audience's  
offline shopping  
behavior

#MEDIASMART  
an affle company

# Why Drive-to-store



## Reach users as they are in the vicinity of stores

Target potential customers who are in the immediate area of your store or your competitors'.



## Drive greater engagement with location data

Privacy-compliant location data analysis enables advertisers to understand consumer behavior, leading to enhanced marketing strategies, personalized promotions, and improved shopping experiences.



## Refine targeting with movement & behavioral data

Use users' locations insights to create relevant audiences and target them at the right place and the right time.



## Deliver more relevant messages to consumers

By leveraging location data and other customer data, advertisers can create personalized and targeted marketing messages that are more likely to resonate with customers.

Effortless Drive-to-store

# Omnichannel Drive-to-store

Analyze the effectiveness of your omnichannel campaign driving consumers to your physical stores



Mobile

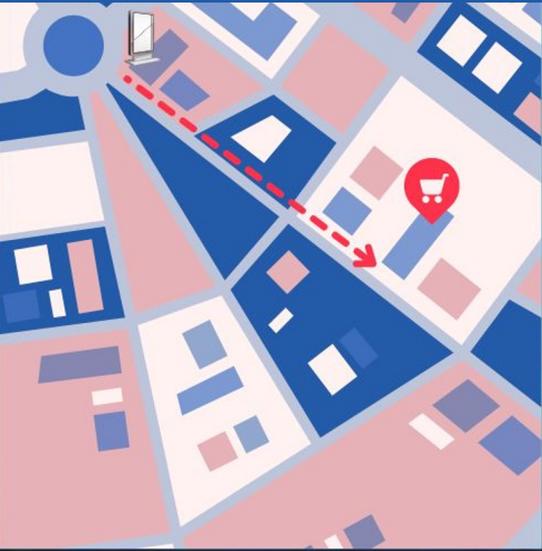


CTV



DOOH

## Main aspects



# Analyze the effectiveness of your Mobile, CTV and DOOH ads driving consumers to your stores

## INCREMENTAL VISITS

- # Measure incremental visits to your store, from CTV thanks to Household sync
- # 15 to 30 day custom visit attribution window

## FREE AREA DISCOVERY

- # Discover points of interest and segment them at no additional cost

## AUDIENCE MANAGEMENT

- # Retarget your customers across all devices
- # Automatically create location-based audiences and use them in all devices.

## PRIVACY-FIRST BY DESIGN

- # Fully compatible with existing privacy regulations (GDPR, CCPA...).

# Drive-to-store methodology

Drive-to-store  
methodology



Dedicated  
KPIs



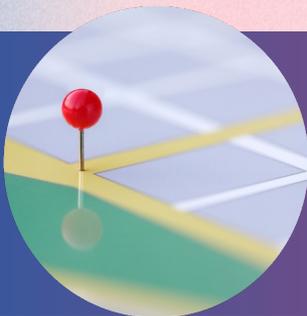
Practical  
application



# Measure effectiveness across screens

## Process overview

- 1** Campaign is launched with a **conversion geolist**, the creatives and targeting of choice
- 2** Ads are placed on **Mobile, CTV or DOOH** screens
- 3** **Attributed Visits** are Registered when the Mobile linked to the User is seen inside the conversion geolist
- 4** Our technology will automatically measure **incremental KPIs**



For CTV and DOOH campaigns we recommend to **Sync with Mobile**

Incrementality is measured by **comparing the behaviour of exposed and non exposed** users

# Measure effectiveness across screens

## How Incrementality works



Target users  
across screens

Store  
visits of  
users  
**EXPOSED**  
to  
campaign

V  
S



Store  
visits of  
users **NOT**  
**EXPOSED**  
to  
campaign

Ghost  
impressions

Fully compatible  
w/ targeting

## Dedicated KPIs

## To determine the incremental value

**Uplift factor**

Likelihood of visit happening

**Exposed %**

% exposed to the ad that visited conversion areas

**Incremental visit %**

% increase in visits due to the campaign

**Incremental visits\***

number of visits

**Cost per incremental visit\***

cost per visit

## Dedicated KPIs

### Formulas to determine the incremental value

#### Uplift factor

$$\frac{\text{Campaign Conversion Rate}}{\text{Conversion Rate Non-exposed}} = \frac{\text{Attributed visits / Campaign impressions}}{\text{Attributed Ghost visits / Ghost Impressions}}$$

#### Exposed %

$$\frac{\text{Attributed visits in campaign}}{\text{Total visits measured}}$$

#### Incremental visit %

$$\% \text{Exposed} \times \left( 1 - \frac{1}{\text{Uplift}} \right)$$



## Practical case study

Clothes store wants to maximize store visits

Targeted screens



Visit areas

10 stores

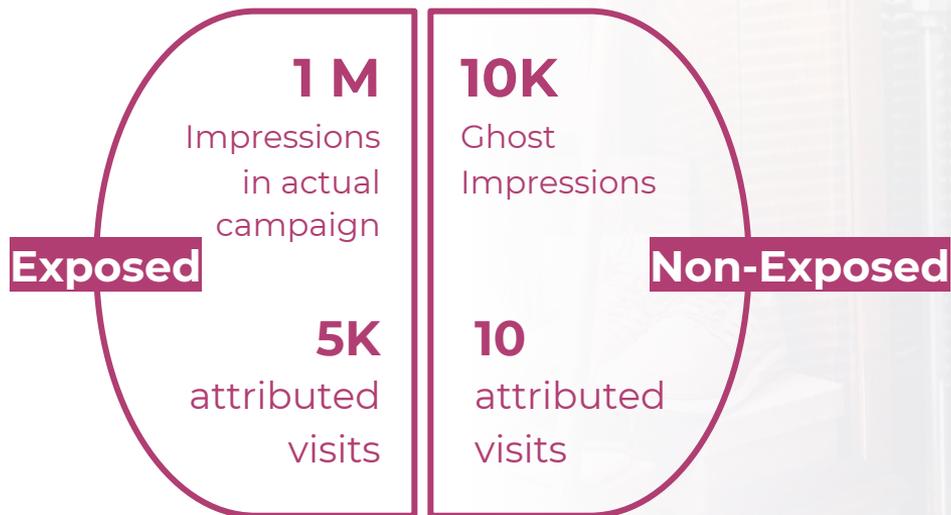


## Practical case study

### Uplift factor

## Likelihood of visit

$\frac{\text{Campaign Conversion Rate}}{\text{Conversion Rate Non-exposed}}$



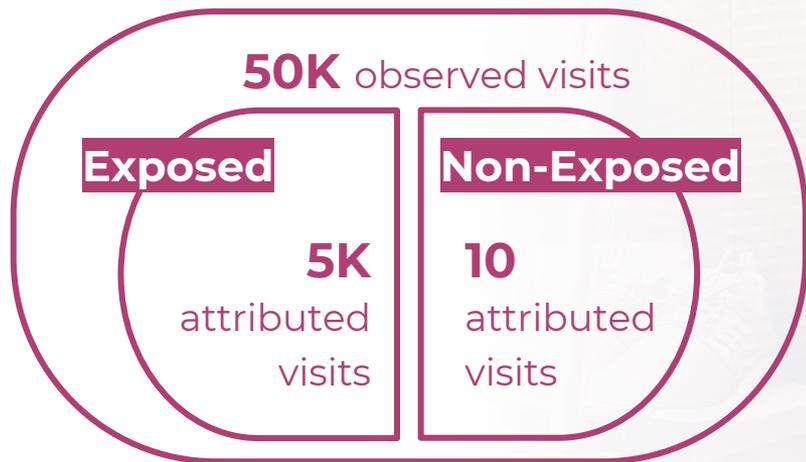
**Conversion Rate Exposed** = 0,5%  
**Conversion Rate Non-exposed** = 0,1%

**UPLIFT FACTOR = 5**

Meaning users exposed to the clothes shop campaign are **5 times more likely to visit the clothes store** than those not exposed.

## Practical case study

Exposed %



## % of exposed in stores

Attributed visits in campaign

Total visits measured

$$\% \text{ EXPOSED} = 5.010 / 50.000 = 10\%$$

Meaning **10% of the measured clothes shop visitors** can be linked to the within the opportunity window.

## Practical case study

Incremental visit %

% increase in visits due to the campaign: campaign impact

$$\% \text{Exposed} \times \left(1 - \frac{1}{\text{Uplift}}\right)$$

Incremental visits



Attributed visits

# Boost your Drive-to-store

Advanced  
Geolocation



Optimized  
Creatives



Weather  
targeting



Location  
data



Dedicated  
Dashboards



Boost your Drive-to-store

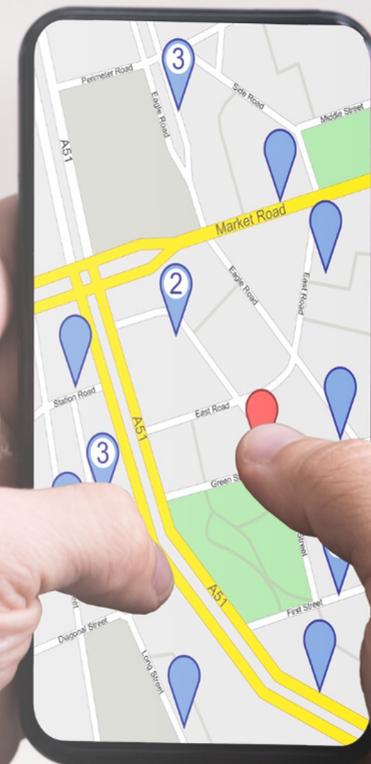
## Advanced geolocation

# Enhance your ads with the power of location

**50.000**  
target areas  
using Geolists

**Locations**  
City, Region  
Country,  
Lat:long

**Heatmaps**  
for results  
targeting

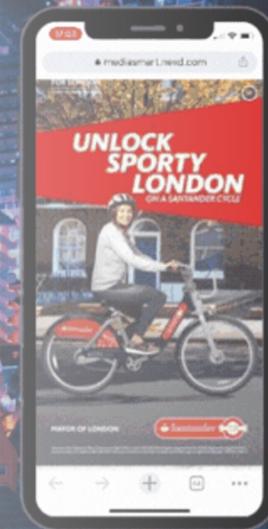


Boost your Drive-to-store

Optimized creatives

Integrated **maps** for  
easier store discovery

Enhance your ads with  
the power of location



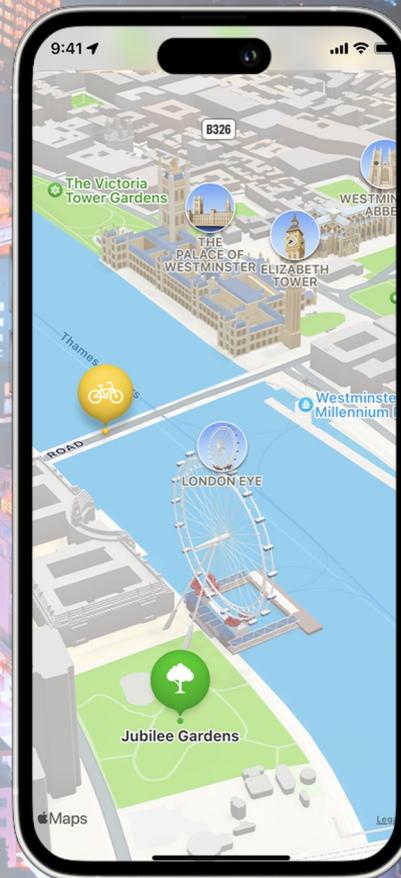
Boost your Drive-to-store

## Optimized creatives

Click to map URL  
options to empower  
with directions  
all Mobile creative  
formats

---

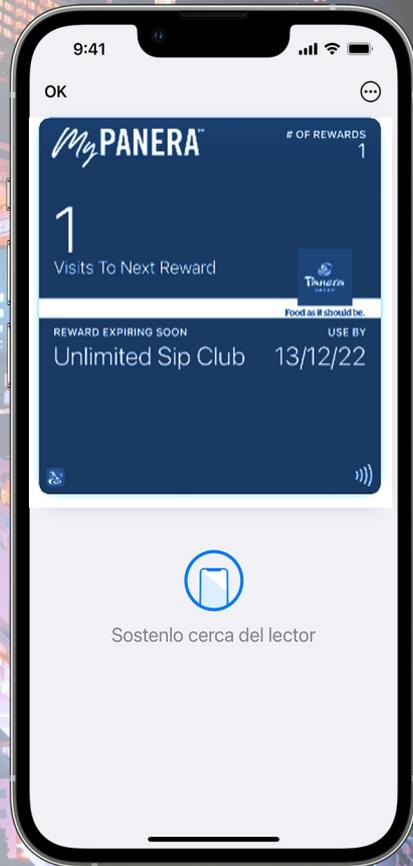
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Boost your Drive-to-store

Optimized creatives

Click to Wallet to  
generate coupons  
redeemable on  
your stores



Boost your Drive-to-store

## Weather conditions

Choose the **weather condition** and let our system handle the rest

Dynamic  
Creative  
Optimization  
for the ads

Budget  
allotment per  
weather  
for synced  
campaigns

Pause synced  
campaign  
when weather  
changes

Global targeting  
cities > 5.000

Renewed  
every hour

#MEDIASMAAT  
an affle company

Select among



Clear



Few  
clouds



Fog



Smoke



Scattered  
clouds



Overcast  
clouds



Rain



Snow

## Capitalize location data



#

Reach a **unique audience based on behaviors** in the physical world

#

Enhance location specificity in communication to make your ads **highly relevant to the user**

#

**Customize your message** based on users' location in the offline world and increase engagement

## Capitalize location data



#

## Target visitors to your competitors' stores automatically

thanks to Location-based audiences

### Select areas

- # Pre-loaded
- # Brands
- # Categories
- # Regions
- # Cities

# your own lat:long

### Set a Timing

- # days
- # opening hours
- # week days
- # period

Seamlessly  
**target** within our  
system  
&  
**customize**

Boost your Drive-to-store



# Target users based on their purchase intent and app / content consumption

1.9Tn+

Data Points

2.2Bn+

Connected Devices globally

25%

ROI Improvement with Lookalike Audiences

15%

CTR Improvement with mDMP Audience & DS Models



## # Custom Segments

Combine audiences from different predefined segments

## # Lookalike Audiences

Using the lookalike model, create lookalike segment using mDMP data

## # Raw filter

Create audiences with filters focussed on app categories and events

500Mn+

Shoppers

100Mn+

Conversions

1000+

Campaigns using mDMP audiences

Check Taxonomy

Available Globally except in Europe

## More relevant messages

# with Dynamic Creative optimization

Automatically adapt Creatives according to

### Area

- Country
- Region
- City
- Geolocation
- Predefined Areas
- Weather
- Zip Code

### Time

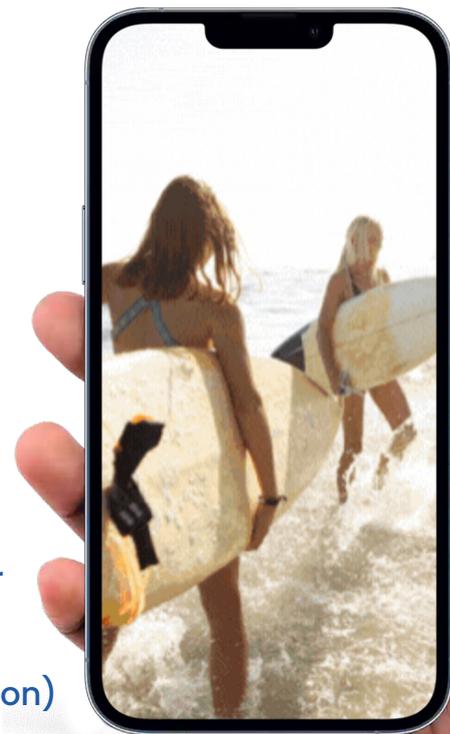
- Hour of the day
- Day of the Week
- Time Range in a Day

### Placement

- Placement & Tag ID
- Publisher Category
- Creative type, Size
- Price Floor
- Display Manager Version

### Device

- Type
- Manufacturer
- Model
- Language
- ISP (Connection)
- ID-based
- Operating System version



Boost your Drive-to-store

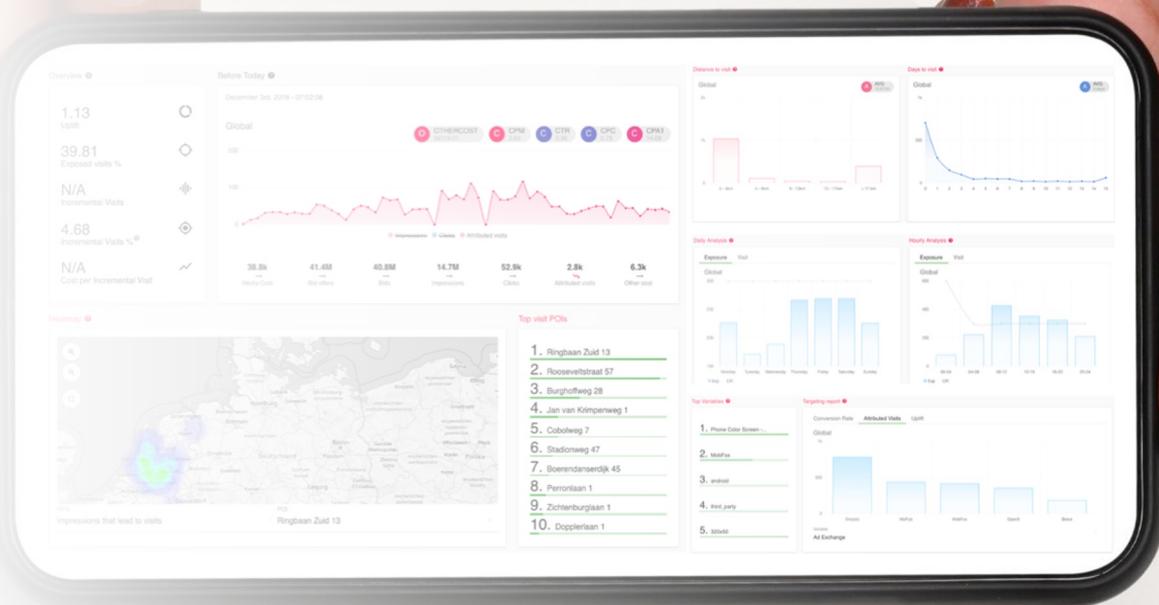
# Dashboards

STRAIGHTFORWARD DECISIONS WITH OUR UNIQUE

# DRIVE-TO-STORE DASHBOARDS

INFORMATION AT A GLANCE FOR QUICKER CAMPAIGN OPTIMIZATION, INCLUDING:

- # HEATMAPS WITH TOP POIs
- # DISTANCE TO VISIT
- # DAYS TO VISIT
- # TEMPORAL ANALYSIS OF ATTRIBUTED VISITS
- # TOP RESULTS
- # CONVERSION RATES



# External Drive-to-store



Place our **Pixel**  
on your creatives on other  
platforms and  
automatically measure  
physical visits around your  
business

# How it works

1 mediasmart provides a **pixel for creatives** and set a **conversion geolist** where visits will be measured

2 **Campaign is launched on External platform** and ads are placed on **Mobile** screens

3 External channel **passes Mobile IDs** to mediasmart via macros on the provided pixel

4 **Attributed Visits** are registered automatically when the User is seen inside the conversion geolist



# 3<sup>rd</sup> party Drive-to-store

Try **adsquare**,  
our integrated  
partner

41.40338, 2.17403



B

+

+

+

+

Create a control and a test group and monitor uplift in store visits

Develop a richer picture of the audiences that are responding to your campaign

Close the feedback loop by inputting learnings into the next campaign

Optimise your campaign based on consumers' offline behaviour

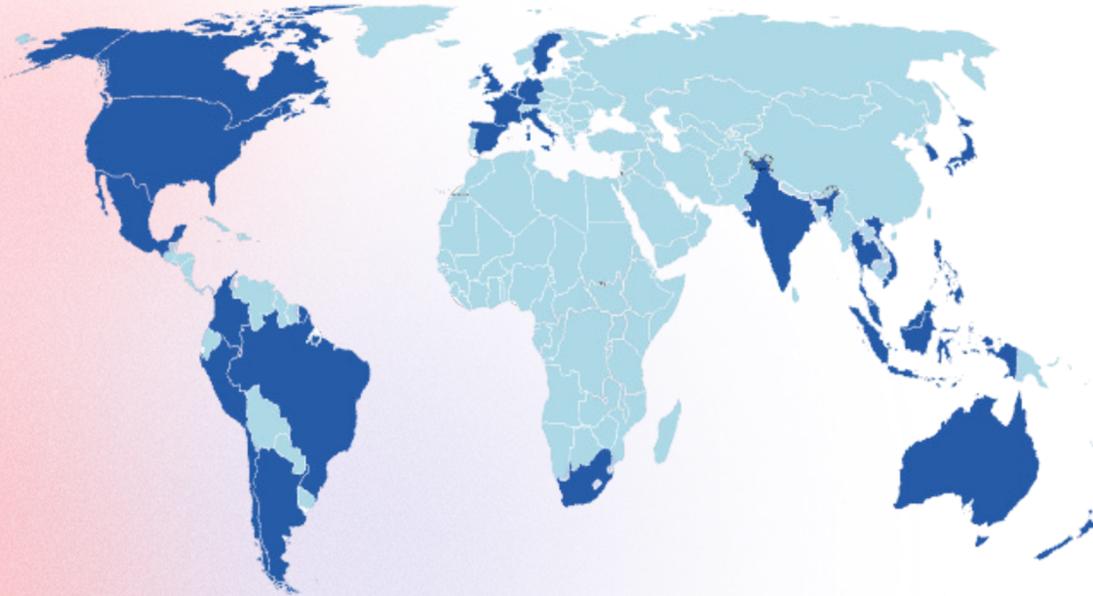
Join the dots between mobile and desktop campaigns thanks to our partnership with TapAd

Measure the impact that it's having on the competition



# Geographical availability

■ mediasmart ■ mediasmart and Adsquare



# Driving adoption via proximity targeting

## KFC Case study

[Watch video](#)



**12.03 millones**  
impressions

**5.241.373**  
Unique Users

**+3.48%**  
Mobile CTR

Awards



Contact us to

**drive users  
to your stores  
across screens**

[www.mediasmart.io](http://www.mediasmart.io)  
[sales@mediasmart.io](mailto:sales@mediasmart.io)

