THE CASE

Internal research conducted by our client, a grocery retailer, showed that many of their customers weren't interested in receiving coupon flyers by mail out of environmental concerns.

We needed to help them find a smart and effective way to target this specific audience, keeping these customers engaged with our client.

| 1 | DATA: THE AUDIENCE & LOCATION DATA |
| 2 | MEDIA: THE APPROACH |
| 3 | ANALYTICS: THE RESULTS |

DRAKO
MEDIA

To target people who refused our client's physical coupons, we cross-referenced the home addresses of 200,000 customers who had opted out of these flyers with our geolocation data and satellite imagery.

We were then able to create a precise audience of these users' device IDs, enabling our client to send their coupons digitally, directly to their customers' phones, instead of by mail.
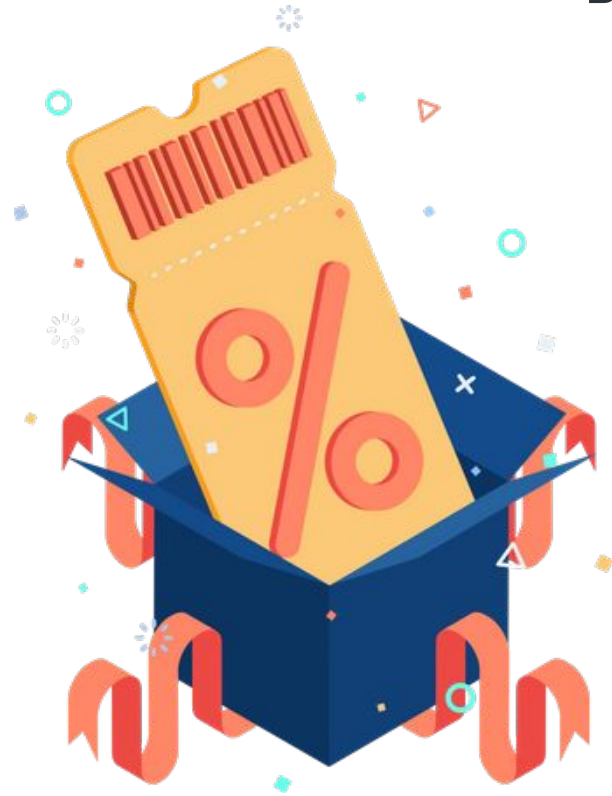
DATA: LOCATION BACKBONE

For this campaign to succeed, we needed to determine our target's location with a high degree of accuracy.

We created a custom quality algorithm to score our captured device IDs, allowing only the highest quality users into our audience.

Carefully balancing scale and precision in this way ensured that our audience was broad enough to deliver on a large budget, while also accurately targeting the right users.

To further ensure the accuracy of our target audience, our location dataset is comprised of 100% SDK data. While it is much more accurate than bidstream data, SDK data can often be more difficult to scale.
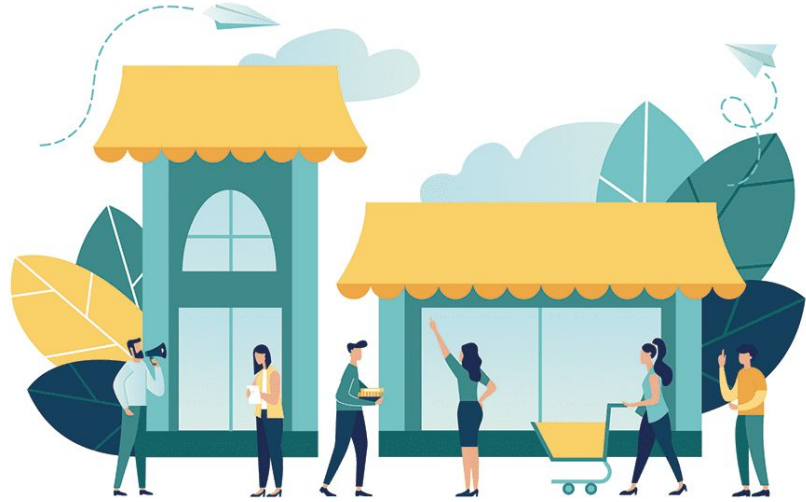
IT IS RARE TO HAVE ACCESS TO A DATABASE LIKE DRAKO'S, THAT IS WIDE ENOUGH TO RUN A STATE- OR PROVINCE-WIDE CAMPAIGN WITHOUT COMPROMISING ON ACCURACY.

MEDIA: THE APPROACH

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MEDIA

We A/B tested our custom audience alongside more traditional geofencing audiences in order to ensure that our custom solution was yielding above average results for our client.
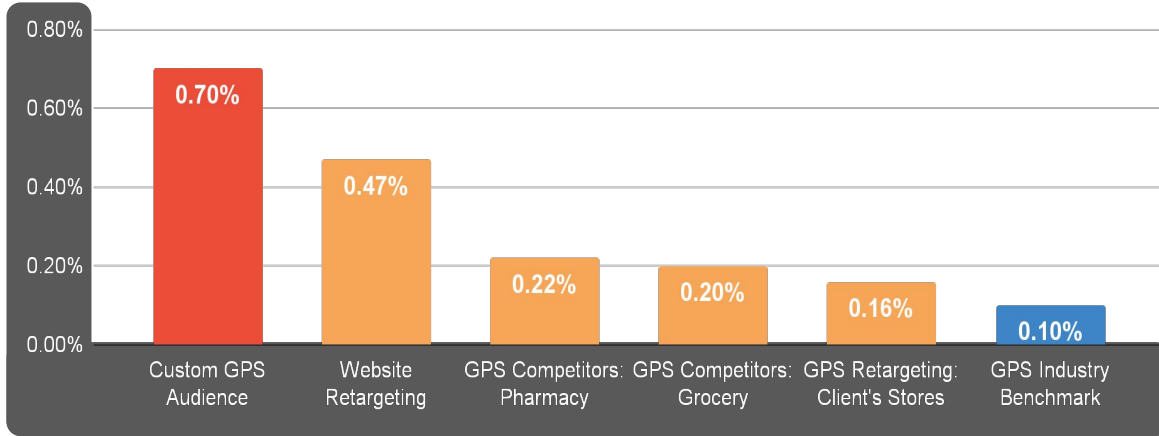
We also implemented a website retargeting strategy in order to continue advertising to the net new traffic being driven to the client's website by our campaign.

ANALYTICS: THE RESULTS

DRAKO
MEDIA

CTR BY STRATEGY

Strategy	CTR
Custom GPS Audience	0.70%
Website Retargeting	0.47%
GPS Competitors: Pharmacy	0.22%
GPS Competitors: Grocery	0.20%
GPS Retargeting: Client's Stores	0.16%
GPS Industry Benchmark	0.10%

THE CAMPAIGN WAS A SUCCESS ACROSS ALL STRATEGIES, WITH OUR CUSTOM AUDIENCE YIELDING AN AVERAGE CTR OF

0.7%

TO PUT THIS INTO PERSPECTIVE, THE INDUSTRY BENCHMARK CTR FOR THIS TYPE OF CAMPAIGN IS USUALLY AROUND **0.1%**