



*Store visits and Advanced Retail Intelligence*

Place Conference  
October 2013

# What is PlacelQ?

3

## The Audiences

**Analyze and extract the data** to define, reach and message audiences based on where they are and where they've been

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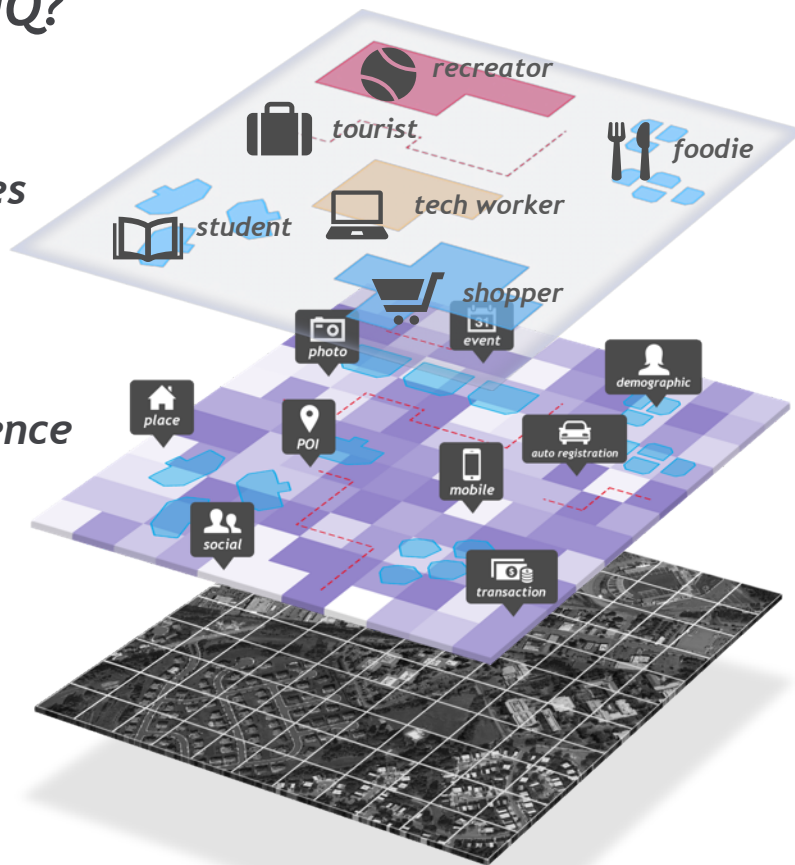
## The Intelligence

**Ingest large amounts of location data** and gather intelligence for each of the billion+ individual 100x100 meter tiles

1

## The Grid

Take the physical world and overlay it with **100x100 meter grid structure**



## *Why Mobile Advertising?*

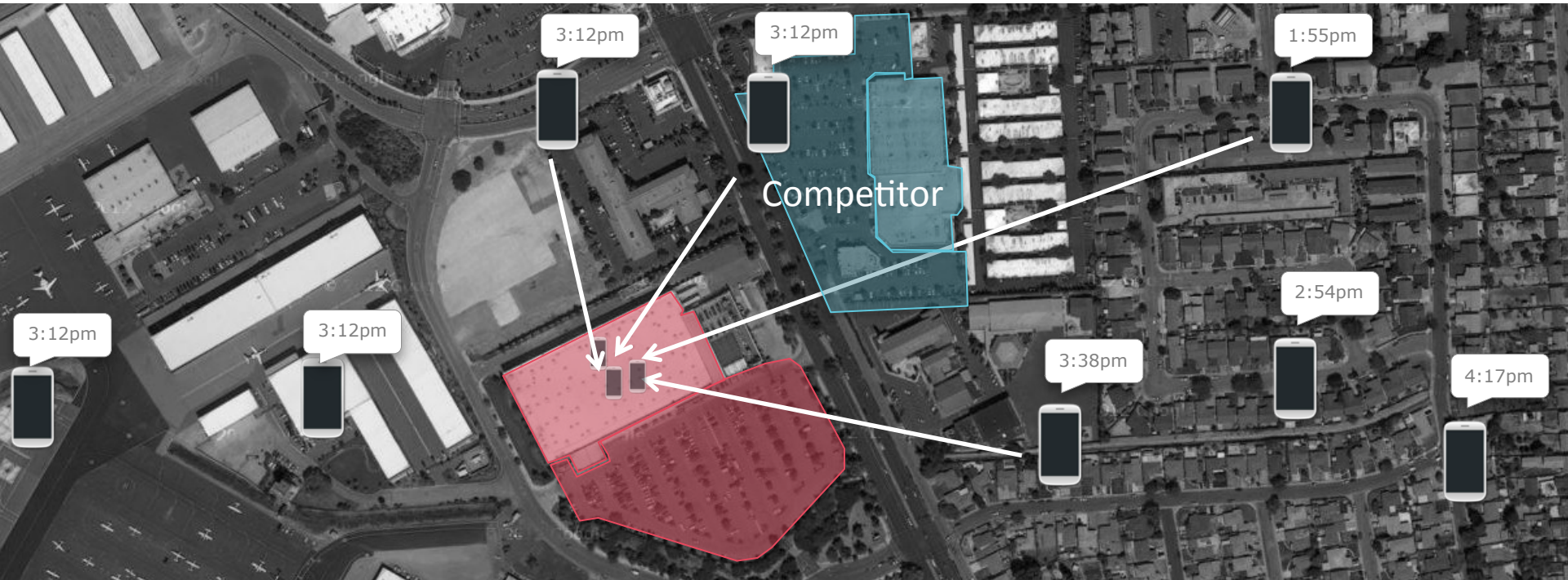
Because our phones are always near, always on, and location-aware...

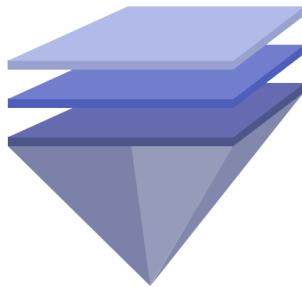


***“Location may be the  
biggest indicator of intent,  
since search...”***

# Measuring Store Visits through Mobile Advertising?

## Place Visit Rate™ (PVR™)





*Place Visit Rate  
Big Box Retailer  
Case Study*

# Big Box Retailer Case Study

**Problem :** Customer felt CTR for mobile not a meaningful metric for real world retail.

**Strategy:** Deploy our proprietary **Place Visit Rate™** metric to actually measure in-store visits.

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## Reach

Reach 10 million consumers in targeted audiences, including Tech Shoppers, Holiday Shoppers and Errands Shoppers.

## Measure

Use PVR™ to determine how many people were actually driven in-store.

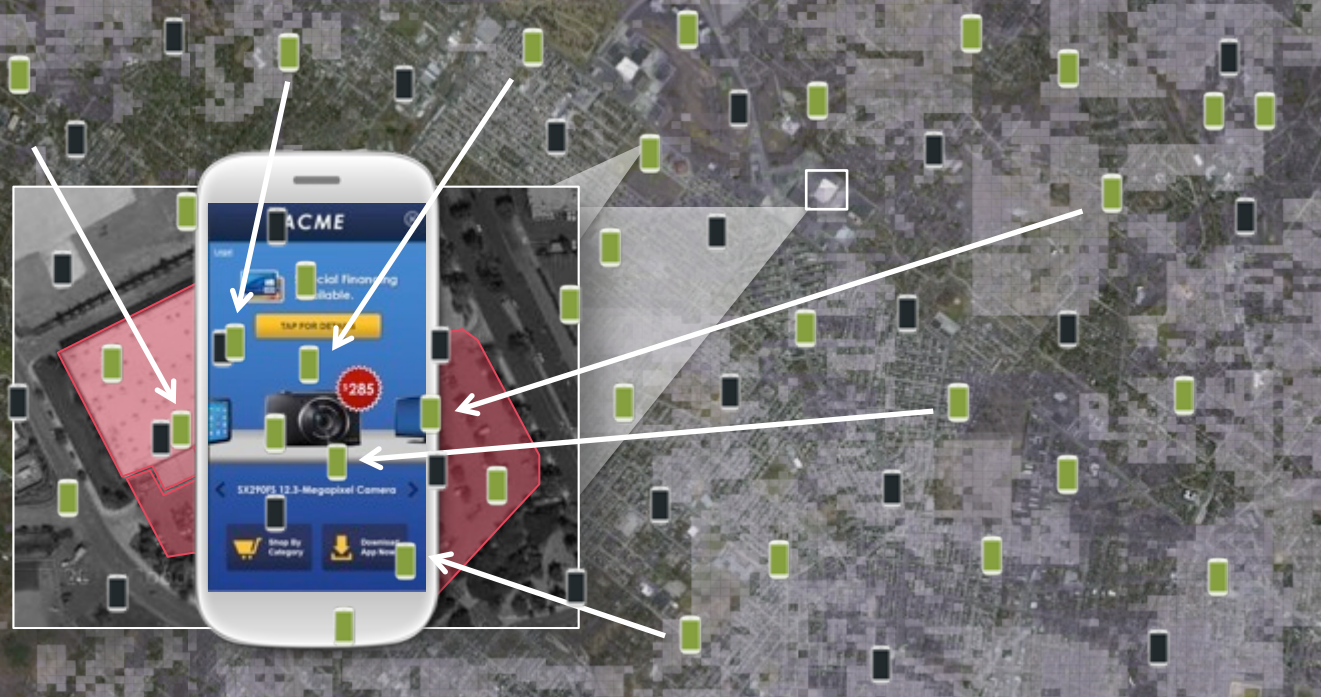
## Learn

Develop key insights about consumer behavior as a result of viewing the mobile advertisement.



# Big Box Retailer: How it worked...

PlaceIQ measured users that had visited the Big Box Retailer after a direct sales upgrade, the day after a Consumer Electronics show. We used this information to identify behaviors, consumption, and preferences of their products and demographics, and habits that benefited from the inferior technologies, and used this information to serve such as geofencing or targeting impressions to mobile devices based on our consumer electronics audience targeting index of attributes, we defined technology, which includes consumer electronics audiences current or past locations, and mapped them to a set of times and city-block sized locations.



## *PVR™ Explained:*

*PVR is the ratio of unique devices that were served an impression and were later observed in a retail store, over the total number of unique devices that were served an impression.*



# Place Visit Rate Campaign Results:

**Total PVR: > 0.8%**

Mean Impressions Per Visit > 10

**Click PVR: > 1.1%**

Median Impressions Per Visit > 1

Over a time period of three months we **reached approximately 10 million devices**, of which we were able to measure 47%.

## *PVR Breakdown*

Unique Measureable Devices: **+4 million**

Later Observed in BBR Store: **+35,000**

47% of total impressions could be matched to a device

## *Distance Traveled*

Mean Distance Traveled: **> 10 km**

Median Distance Traveled: **< 10 km**

Measured between last impression and visit

## *Competitor 1 PVR*

PVR for Competitor 1 Visitation: **< 0.5%**

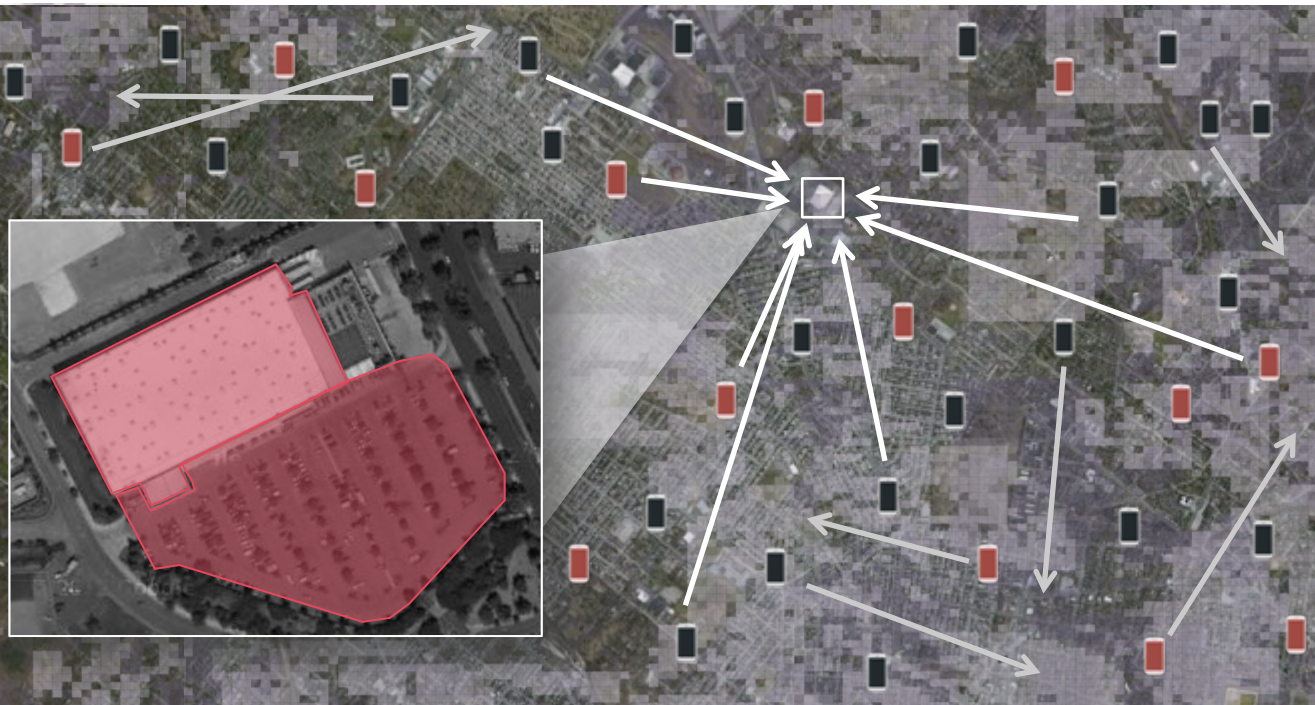
% of devices exposed to Big Box Retailer ad who visited Competitor 1 Store

# Big Box Retailer: PVR A/B Test

PlaceIQ being a request that placed the Big Box Retailer were not served an ad for the Big Box Retailer served to the targeted audiences.

PlaceIQ also measures whether the user is sensitive to the Big Box Retailer as well.

- Rich Media Impression Served
- Control Group



Observed retail visits among the group of devices that were shown advertisements were **~50% higher than those that were not shown the ad.**



~50%  
higher

# Place Visit Rate™ Summary

***PVR Lift: ~50%***

Mean Impressions Per Visit > 10

## ***PVR Breakdown***

**Unique Measureable Devices**

**Devices Visited BBR Location**

**PVR**

## ***Exposed***

**> 4 Million**

**> 35K**

**> 0.8%**

## ***Control***

**> 4 Million**

**> 20K**

**> 0.5%**

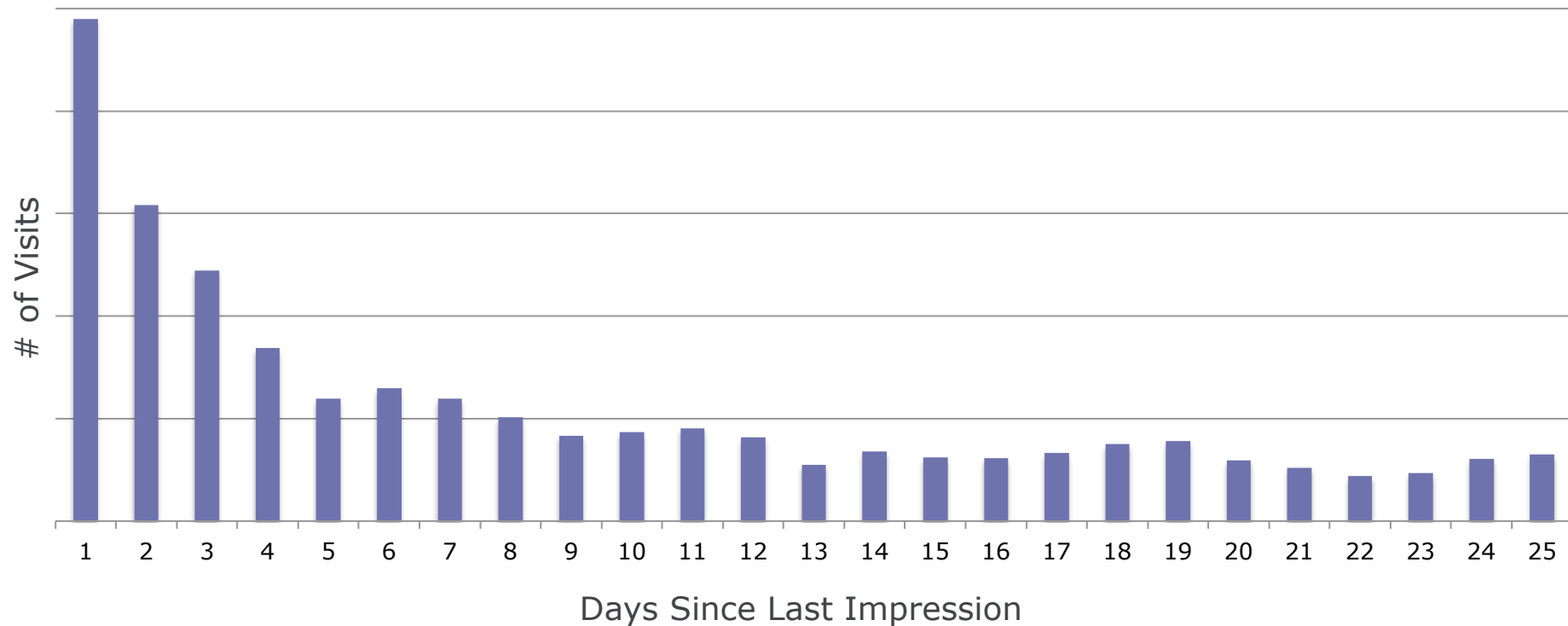
\*The Control group was randomly selected over the same period to be the same size and composition as the Exposed group.



## ***Analytics, Insights & Learning***



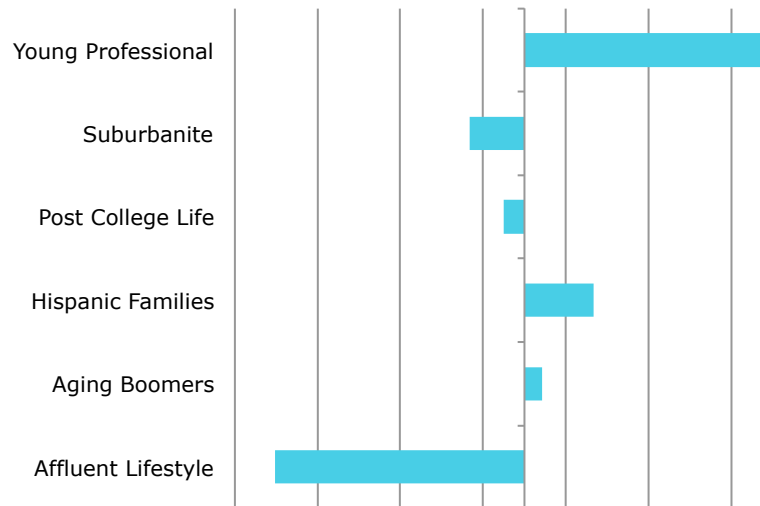
## Visits by Time Between Last Impression and Visit



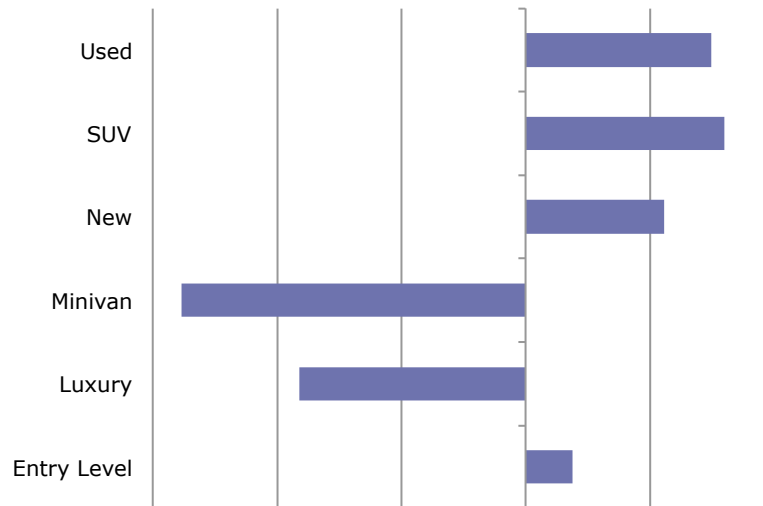
# Big Box Retailer Shoppers:

Hispanic Families & Young Professionals, and SUV & Used Car Owners

## Demographics



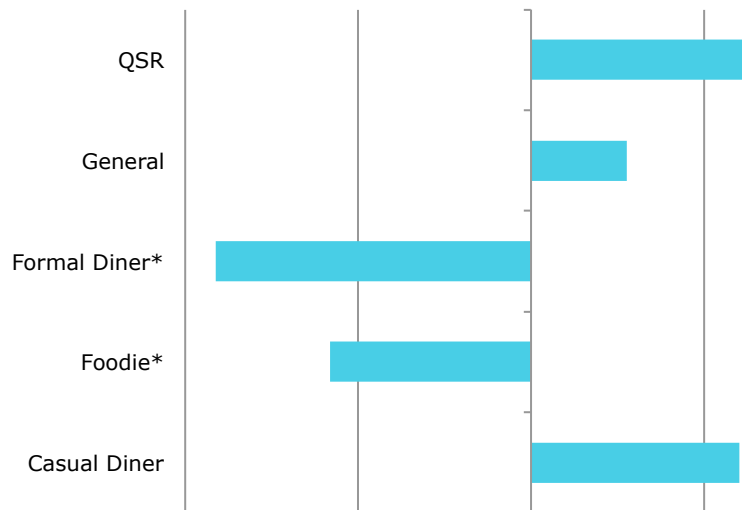
## Auto Ownership



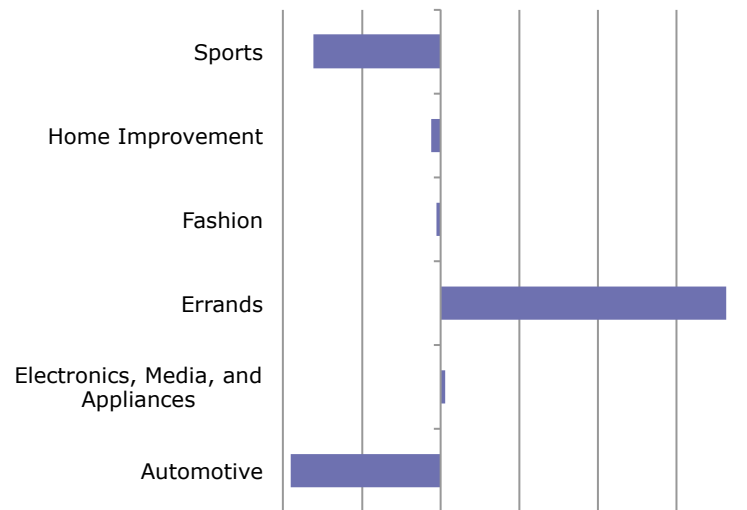
# Out-of-Home Big Box Retail Shoppers:

Casual Diner and Quick Service Restaurants, Errand and Electronics Shopping

## Dining



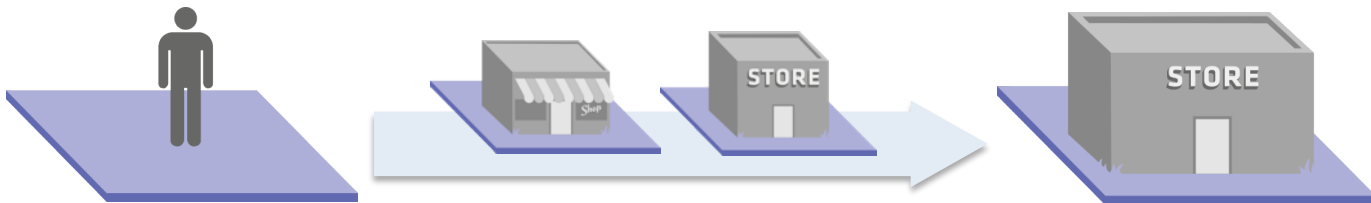
## Shopping



*What about understanding consumer behavior before they visit the store or destination?*



## Introducing 'Pre-Visit' ...

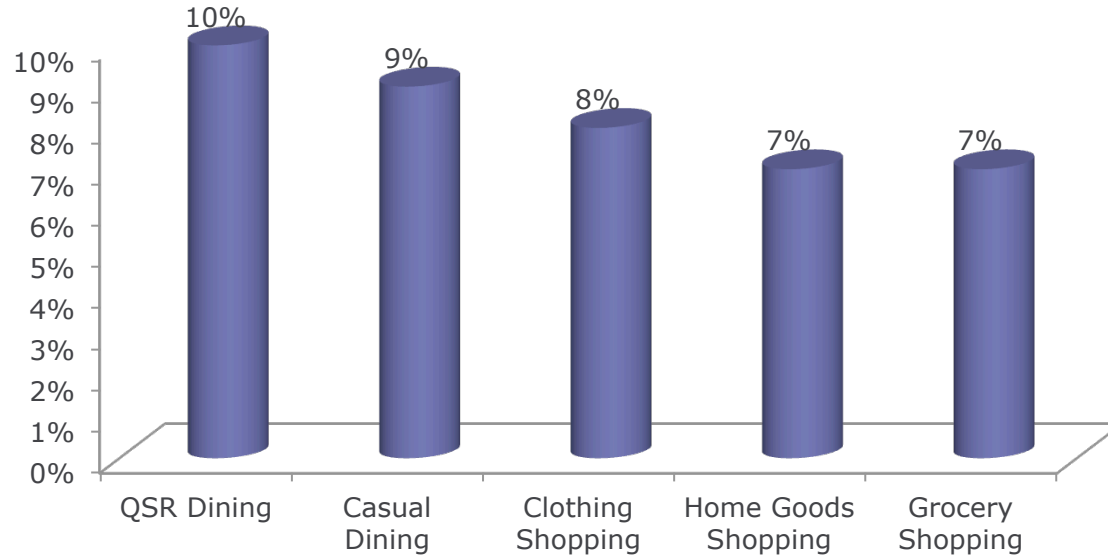




## ***Pre-Visit Insight:***

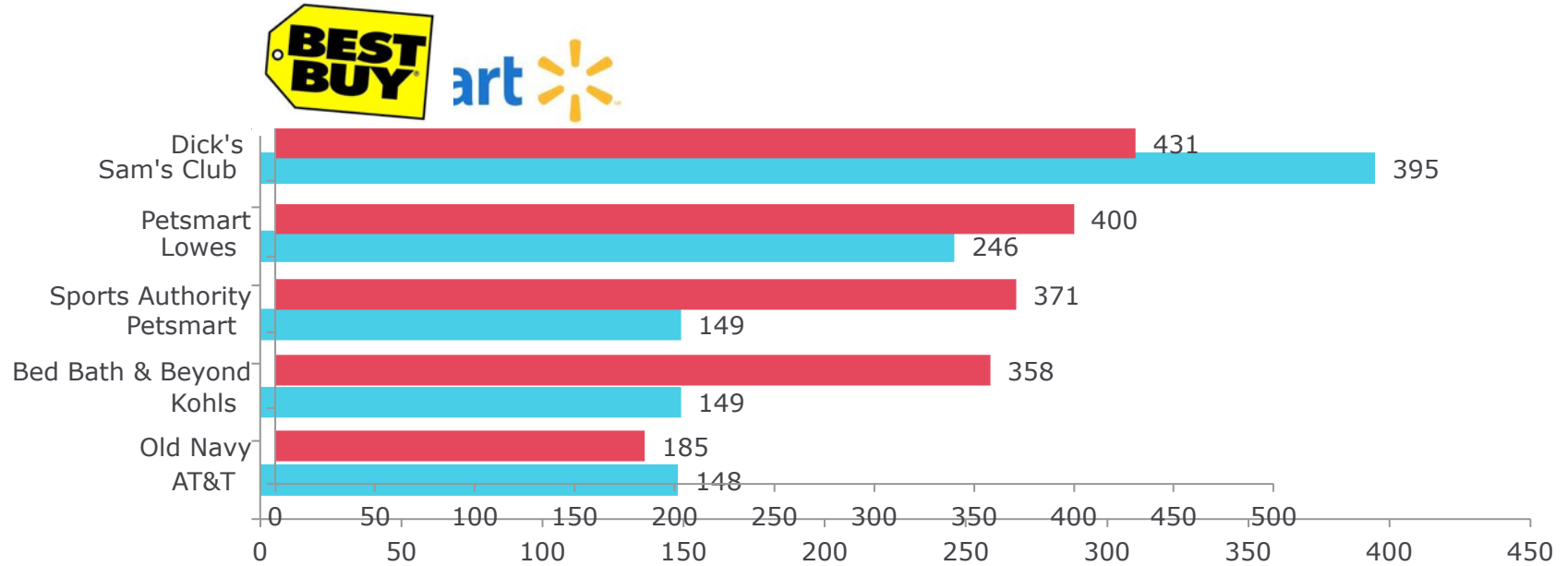
Analyzing the most likely 'pre-visit' by activity for PVR

***Most Likely Previous Visit - 1***



## Pre-Visit Insight:

Analyzing the most likely 'pre-visit' by activity for PVR by retail brand:



# Comparing Retail Audiences:

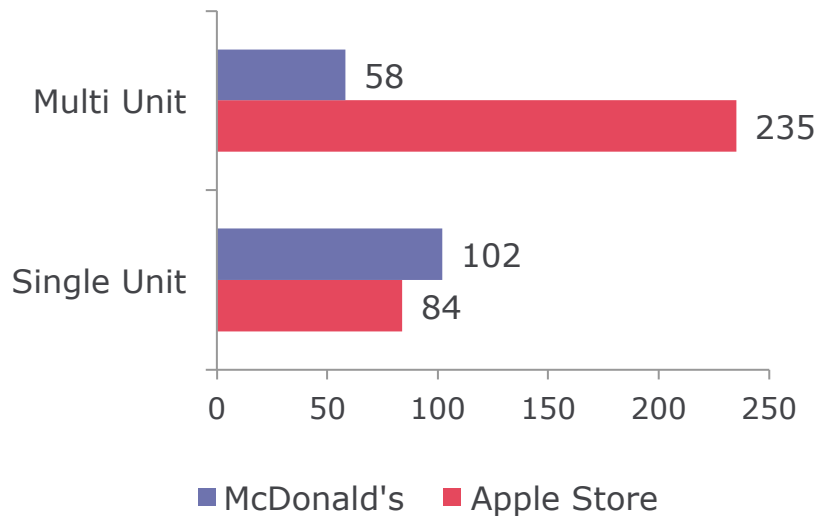
Demographics of Visitors



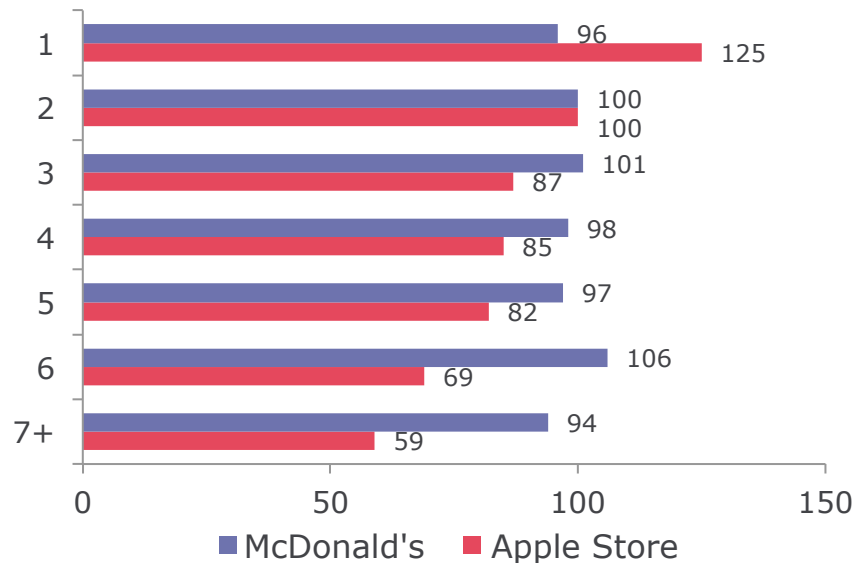
VS.



## Dwelling



## Household Size



# Comparing Retail Audiences:

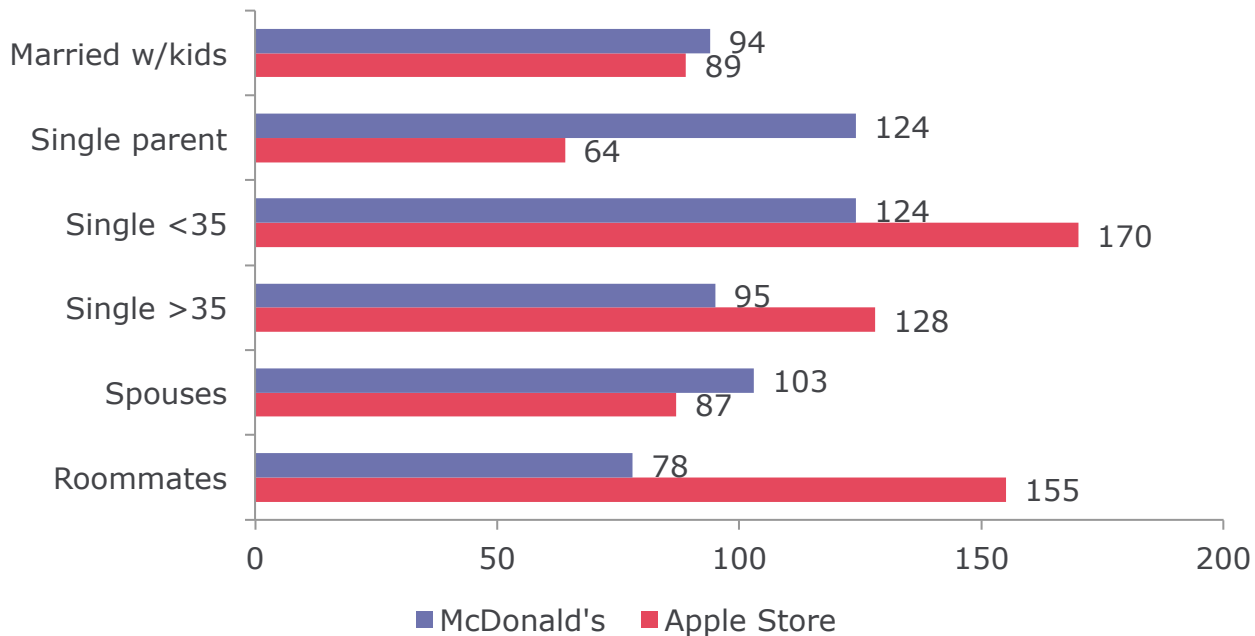
Demographics of Visitors



VS.



## Family Type



# Comparing Retail Audiences:

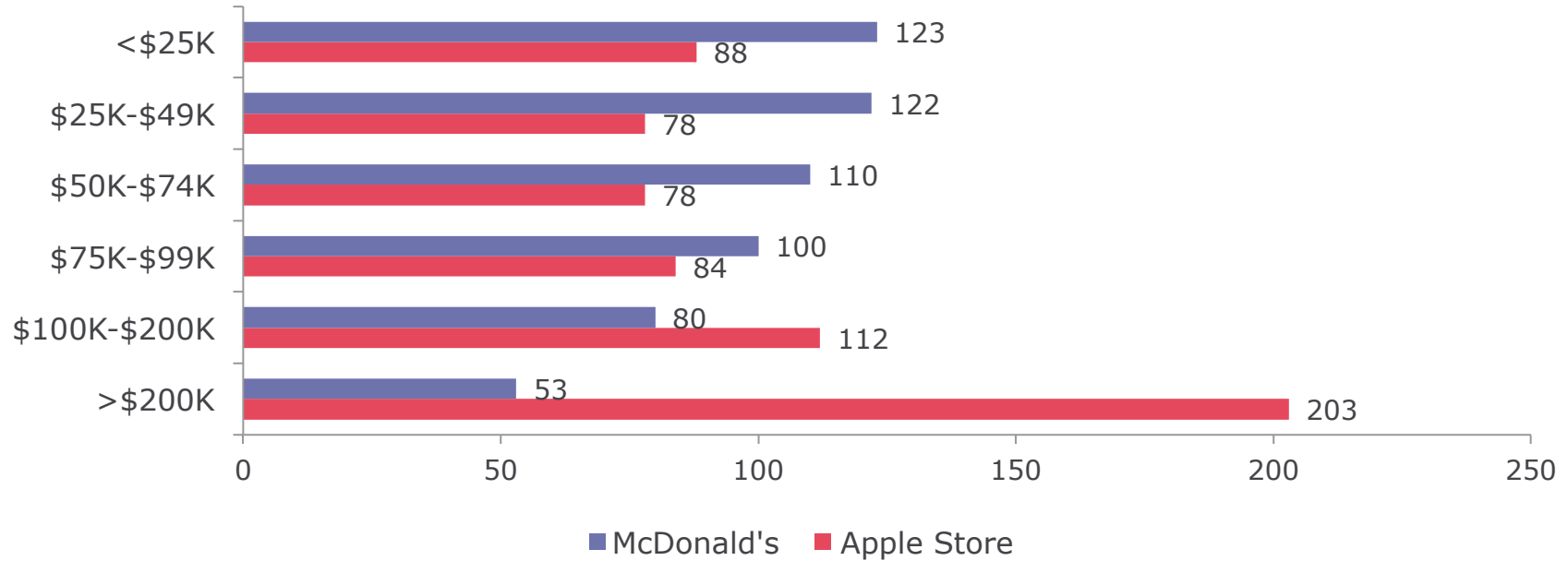
Demographics of Visitors



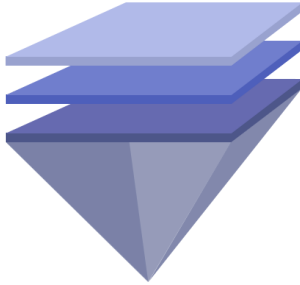
VS.



## Income

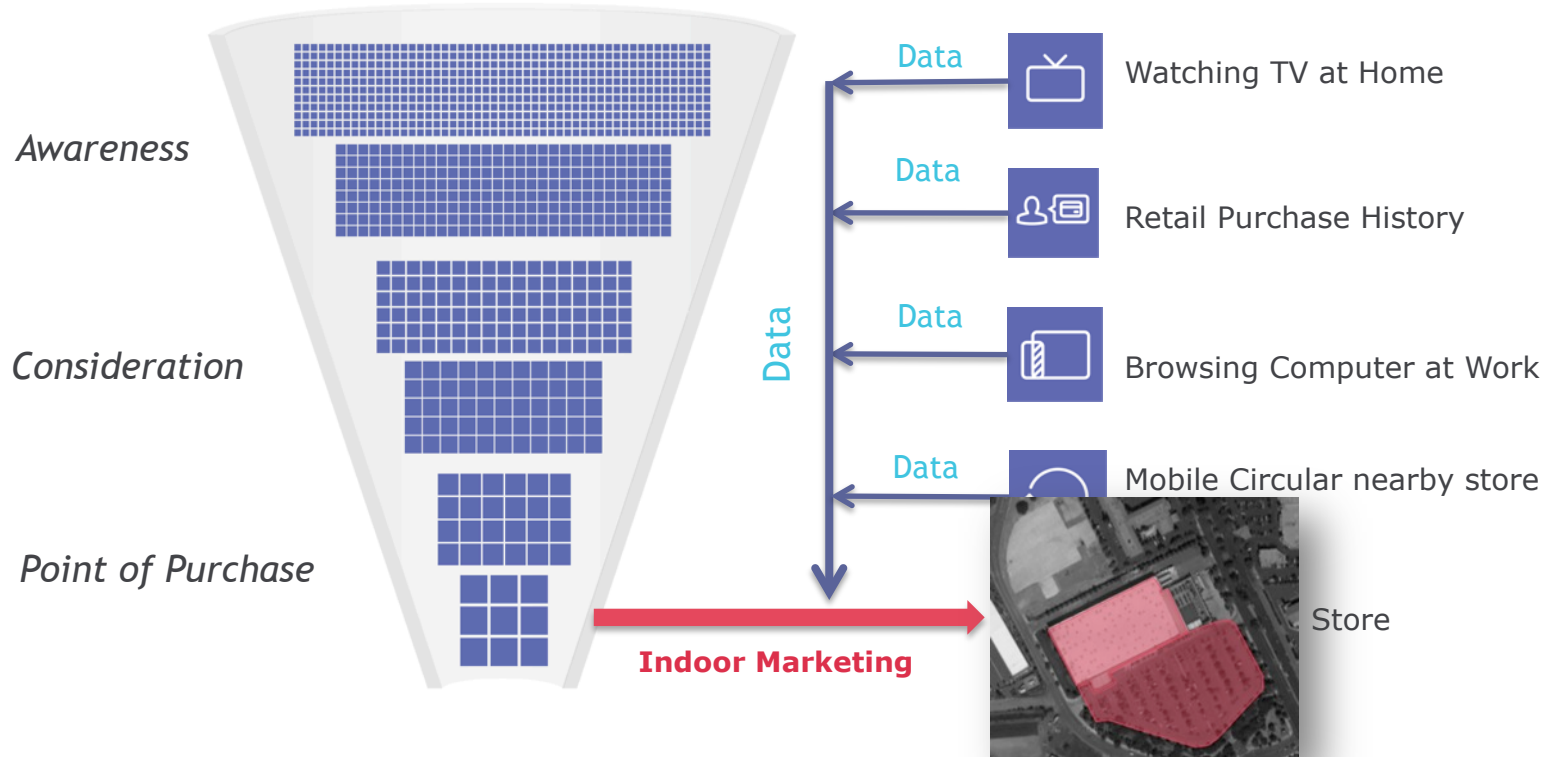




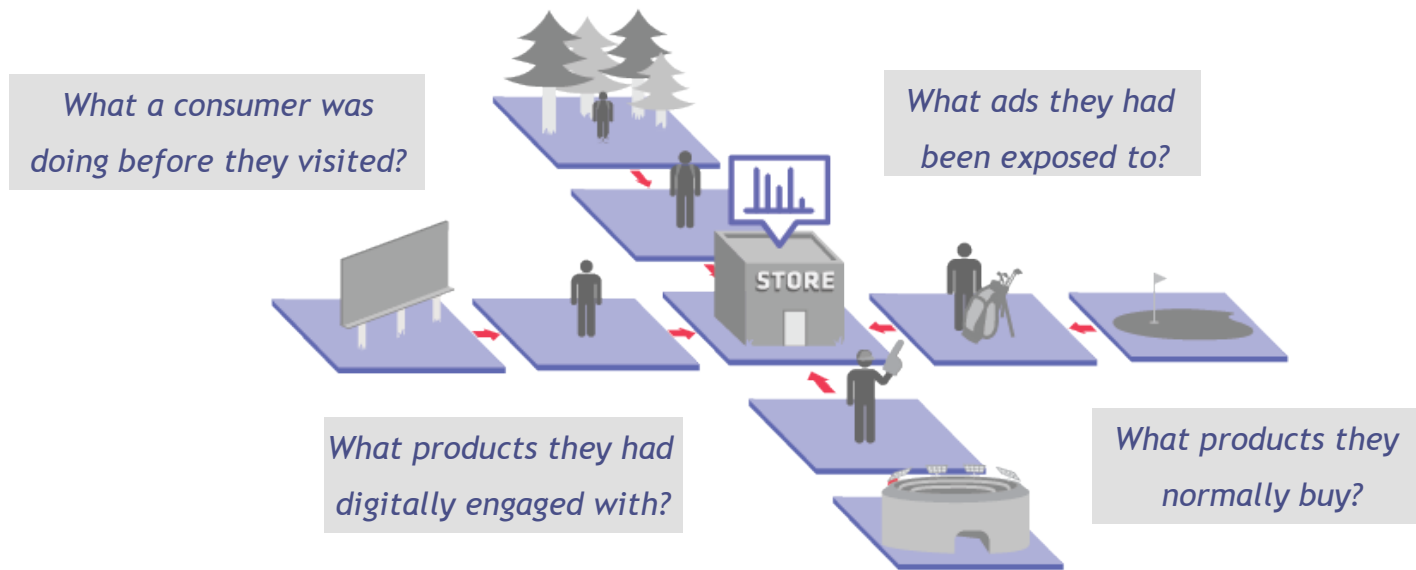


## *How Does This Impact Indoor Marketing?*

# Mapping the Consumer Journey



*What if you could REALLY understand the consumer journey...*



*...and pass this intelligence to the final step - indoor marketing?*

*Thank you.*