pinsight

PINSIGHT ATTRIBUTION REPORT

PARTNER: NATIONAL BOARD OPERATOR
ADVERTISER: REGIONAL COFFEE CHAIN
08/28/2017 – 09/24/2017
CONVERSION: IN-STORE VISITS

Pinsight performed an attribution study to analyze exposed traffic to multiple boards in the Lansing, MI area. The objective of this study was to determine what affect the outdoor media had on in-store visits for a leading regional coffee chain.

8/28/2017 – 9/24/2017

18
Boards

36
Retail Locations

65K
Total Impressions

THE POWER OF MOBILE CARRIER ATTRIBUTION

Attribution remains one of the biggest unknowns in the out-of-home industry. While various data sources (Census data, department of transportation counts) provide a rough estimate of 'eyeballs' that are exposed to a board, it's a ballpark measurement at best. It's difficult to determine who is in your target audience, even more difficult to measure how many engaged, and nearly impossible to determine who then acted on that impression later that day, week or month. Outdoor media is primarily intended to drive top-of-mind awareness, but what is the value if you don't know who you are reaching?

Mobile data is the most direct way for out-of-home marketers to track attribution. The persistency of carrier-level mobile data lets us connect with consumers every 2.5 minutes - over 600 times per day. This gives the clearest perspective of your customer: how they move, think, and act in-and-out of home.

20 BILLION LOCATION EVENTS
20:1
TURNED INTO 1 BIL. ROUTES

USER IDENTIFIED EVERY
1.7
MINUTE

USER LOCATION UPDATED
1.5
TIMES A MINUTE

WE ID DEVICE LOCATION
36
TIMES PER HOUR

For board operators, Pinsight's solutions provide the ability to attach verified demographic information to car counts. This information can be parsed by season or as granular as by the minute. Psychographic and behavioral analysis provide advertisers with the information they need to ensure they connect with consumers who have the intent to engage. Sheer volume is increased through mobile as well, identifying not only the number of cars passing by a particular location but also who is in each car.

By leveraging the power of carrier-level mobile data, operators and advertisers can engage with confidence knowing they have utilized the best resources and insights available.

PUT OUR INSIGHTS TO WORK:

- Measure & analyze true mobile attribution at the destination point, maximizing ROI and minimizing waste
- Mobile attribution, demographics and behavioral data provide actionable insight into who's engaging with your boards
- Implement responsive media through follow-up engagement, driving frequency, repeat visits and basket size
- Track performance to optimize messaging & creative, as well as inform the placement and location of advertisements

BOARD SNAPSHOT

BOARD 227

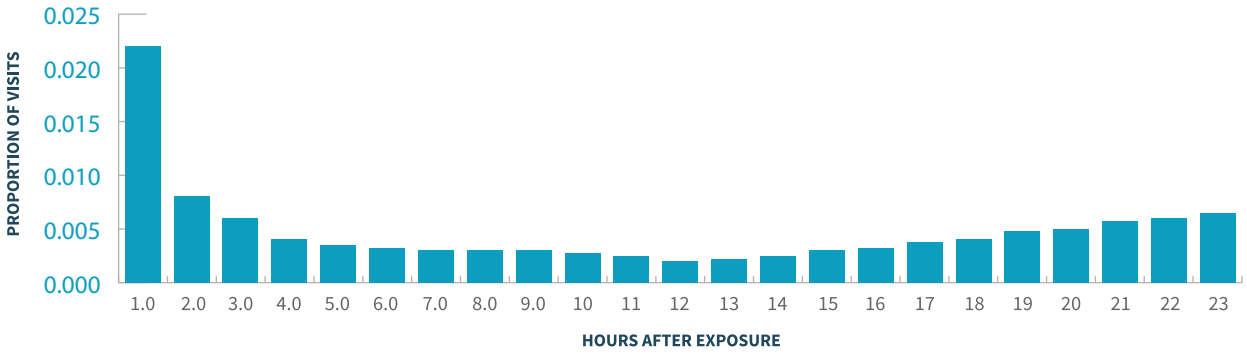
Pinsight examined a single board over a day period to gain a deeper understanding of daily impressions, board lift and attribution for the closest proximity store location.

PRE-CAMPAIGN IMPRESSION ANALYSIS - *TUESDAY, 8/22/17*

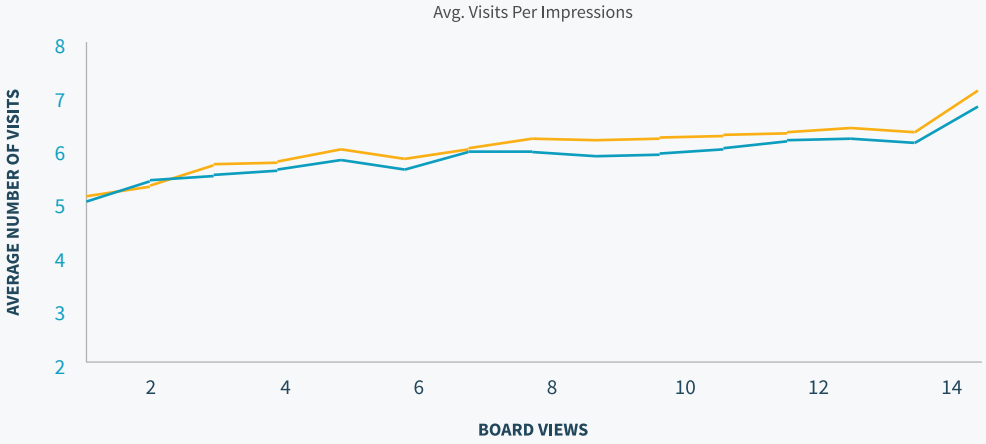
Pinsight saw 1,976 total impressions delivered during the day. As our coverage consists of roughly 15% of the US market share, this number can be extrapolated to **13,041.6 daily impressions**.

CAMPAIGN IMPRESSION ANALYSIS - *TUESDAY, 9/5/17*

For the daily snapshot comparison, we analyzed the second Tuesday of the campaign, as impressions naturally spike during the first week of placement. Pinsight saw a total of 1,987 impressions during the day, extrapolated to **13,114.2 daily impressions**. This ground-truths our impressions and provides a foundation for lift measurement and attribution.



For board 227, we tracked the proportion of visits pre-campaign and during the trial to determine how the advertisement drove attribution to the coffee location. The biggest lift in store visits occurred within the first hour post-exposure, which is to be expected as these are consumers who are engaging the advertisement and immediately visiting the store. When analyzing in-store traffic, board 227 drove a 17.3% lift in customers when comparing footfall traffic pre-campaign and during the trial.



17.3%

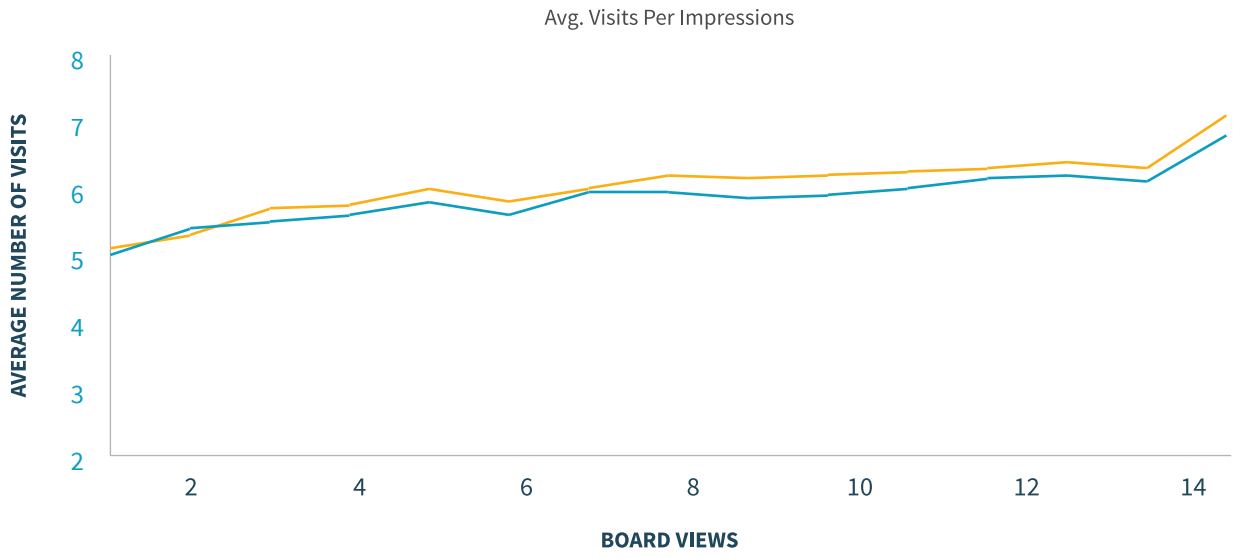
LIFT IN STORE VISITS
DUE TO BOARD PLACEMENT

This lift resulted in an additional 172 additional daily customers being driven to the store. An associated purchase or dollar amount can be utilized to help determine the overall value of the ad placement. A conservative basket size (ex: a tall latte retails at $4.59) provides an average baseline for scale. When analyzing the monetary value of the board and accounting for variables (holidays, seasonality, brand sentiment, strength of offer, creative & messaging), the yearly value can be estimated at $280,265 (utilizing 355 days/year). This is a conservative estimate, as it does not include consumer factors (basket size, average number of occupants per car, etc.) that can dramatically increase ad-driven revenue. Utilizing this data, true ROI can be determined by measuring this value against board investment.

$280,265

YEARLY VALUE OF BOARD PLACEMENT TO ADVERTISER

Attribution for the entirety of the campaign was consistent with the lift seen at the store location. Pinsight saw an 18% lift in total visits for individuals in the 30 days following exposure to the board. There was a 10% increase in the total number of unique individuals who visited chain locations during the campaign period.

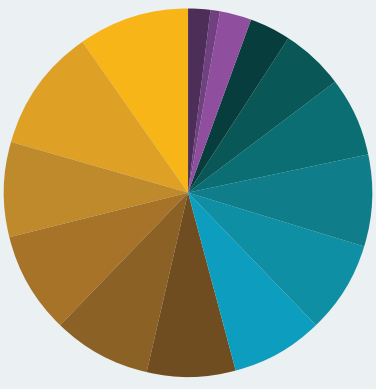


DEMOGRAPHICS & PSYCHOGRAPHICS

Carrier-level mobile data is the only source for verified demographic & psychographic behavioral data. This information provides deeper insight into who's engaging with your media, allowing operators and advertisers to actively align placements for greater success and maximum ROI.

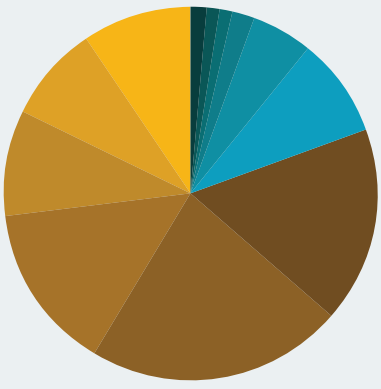
DEMOGRAPHIC BREAKDOWN

AGE



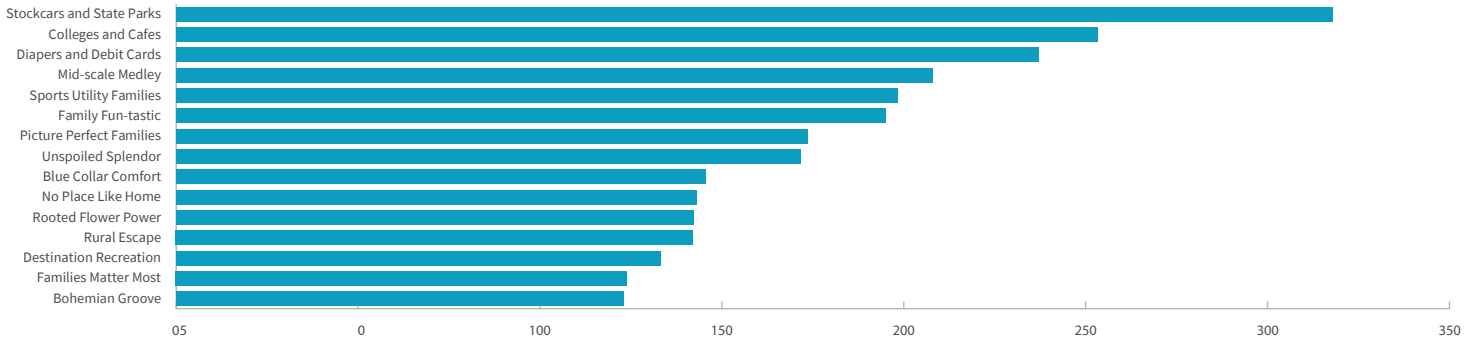
19-22	9.50%
23-26	10.80%
27-30	8.20%
31-34	8.70%
35-38	8.50%
39-42	7.80%
43-46	8.10%
47-50	8%
51-54	7.80%
55-58	7%
59-62	5.40%
63-66	3.70%
67-70	2.60%
71-74	1%
75+	2%

HHI



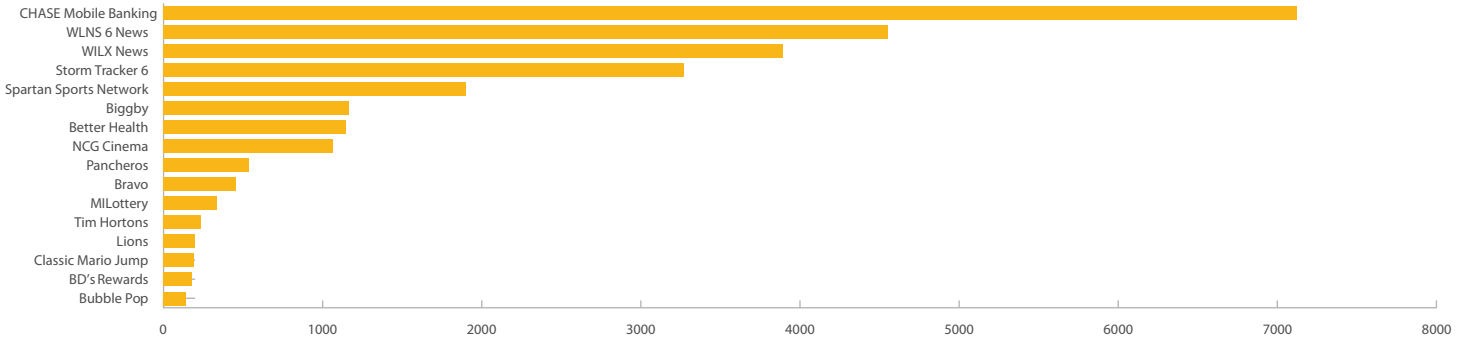
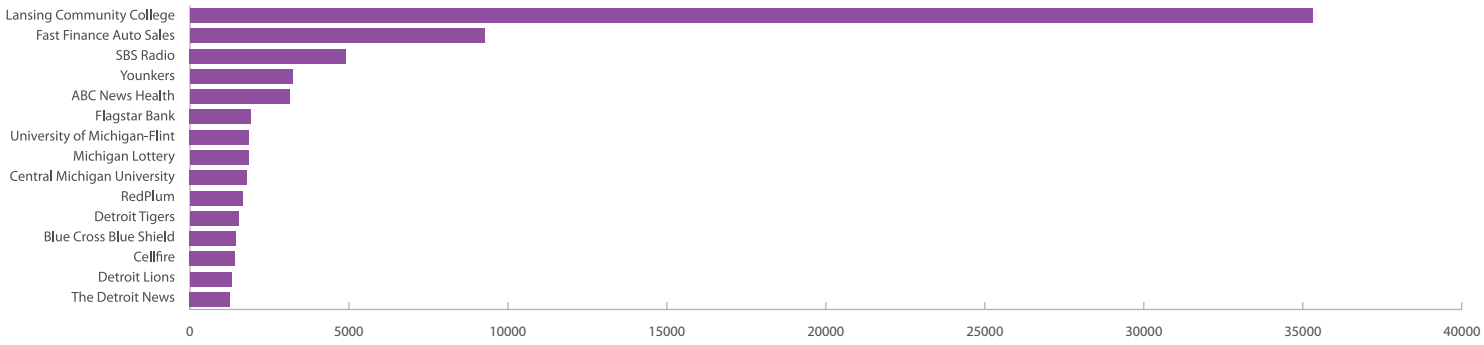
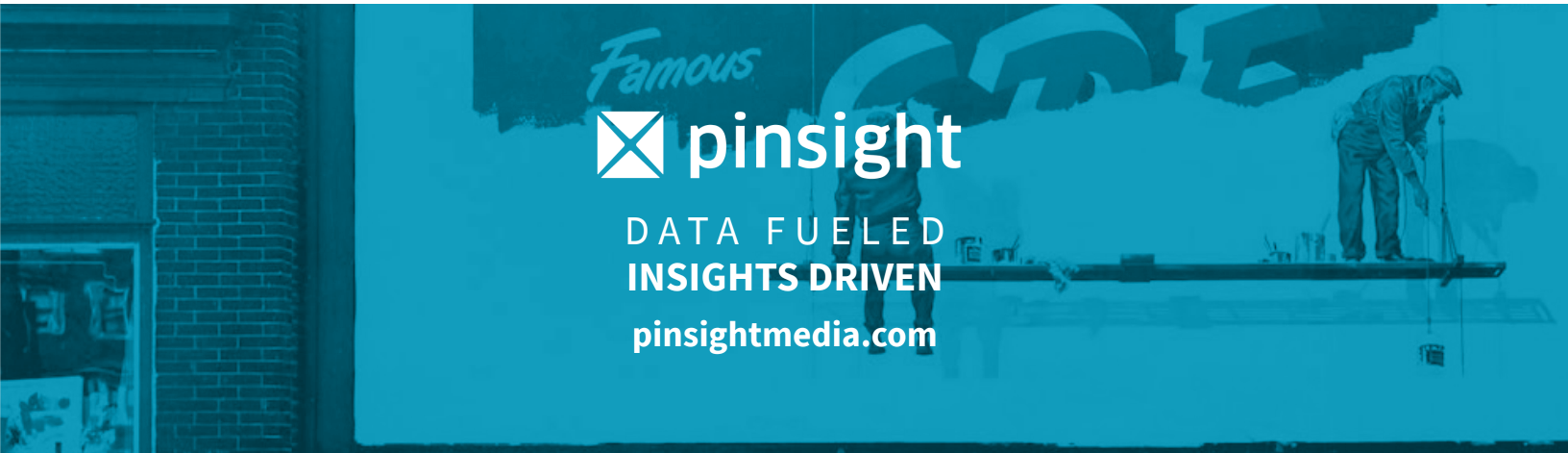
1-14.999k	9.20%
15-24.999k	8.30%
25-34.999k	9.20%
35-49.999k	14.50%
50-74.999k	22.10%
75-99.999k	16.90%
100-124.999k	8.60%
125-149.999k	5.10%
150-174.999k	2.10%
175-199.999k	1%
200-249.999k	1%
250k+	1.60%

PSYCHOGRAPHIC ELEMENTS



MOBILE WEB & APP BEHAVIOR

TOP-INDEXING APPS



TOP-INDEXING MOBILE APPS