

Retailer Increases Foot Traffic with PMPs and Programmatic Ads

CHALLENGE

A top retailer wanted to increase foot traffic in its stores using digital ads and measure the impact of the campaigns.

HOW WE DID IT

Using the performance optimization capabilities within Acxiom's Addressable Advertising, the team was able to:

- 1) Identify net new prospects across digital channels, using a mix of first-, second- and third-party data along with custom audiences
- 2) Create a curated marketplace of private marketplace deals (PMPs) with leading fashion sites and top-performing sites for better access to inventory
- 3) Leverage Factual's Foot Traffic Attribution solution to continuously optimize cost per store visit

RESULTS

Delivered a \$5 cost per visit

Significantly outperformed previous campaigns



Increased store traffic
using a data-driven
approach

Delivered a \$5
cost per store visit