Offline Outcomes for TV Attribution

Physical Retailer Ties TV Campaigns to In-Store Actions

- ADvantage XP measured over 70 creatives, informing optimizations improve response and attract more foot traffic across its over 100 physical retail stores.

- When measured against baseline metrics, the TV lift in overall store visitation was 11%.

- Over a three-month period, the client tracked performance by network, adjusting their buys to drive the outcomes.

- By the end of the three-month campaign, more than $\frac{1}{4}$ million physical visits had taken place, at less than $7 per visit.

265K+
In-store visits attributed to TV campaign

$6.7$
Cost per visit

11%
Lift in Visitation
*3-month average