

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 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*