

# Case Study

## Auto Retailer





# Objective

A national auto retailer partnered with Place Exchange to reach drivers and increase store visits at targeted locations using highly-visible roadside billboards.

The retailer specifically wanted the programmatic DOOH campaign to drive lift in foot traffic to their underperforming stores, as well as increase their brand exposure in regions where their stores are located.

# Campaign Goals & Metrics Summary

Goals	Success Metrics	Methodology
<ul style="list-style-type: none"><li>● Increase foot traffic to the auto retailer's stores, particularly for underperforming locations</li><li>● Drive brand awareness of the retailer in regions with store locations</li></ul>	<ul style="list-style-type: none"><li>● Demonstrate in-store visitation lift at targeted stores</li><li>● Deliver targeted impressions in full</li></ul>	<ul style="list-style-type: none"><li>● Map list of store locations and set up POI targeting</li><li>● Identify Place Exchange inventory within targeting parameters</li><li>● Use Place Exchange to seamlessly activate OOH campaign programmatically across different publishers</li></ul>

# Audience Targeting

The auto retailer provided Place Exchange with a list of the 250 worst-performing store locations, and the 250 best-performing store locations. Place Exchange created a 5-mile radius around each store, and served ads to billboards within the defined geo targets.

*Map shows a sample of targeted stores and Place Exchange inventory.*

## Legend

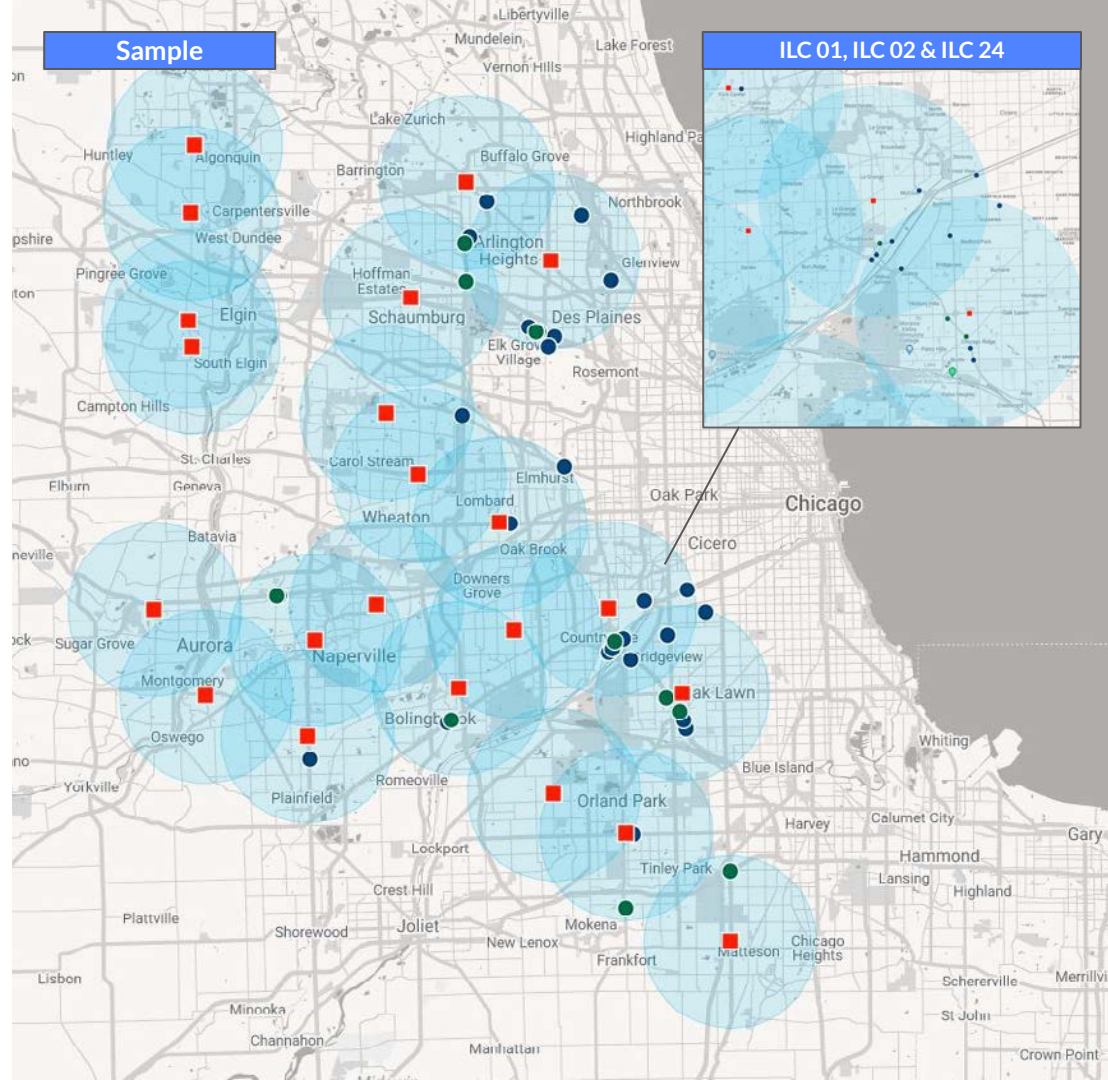
Publisher 1



Publisher 2



Top 250 Poor-Performing Stores



# Weather-triggered Dynamic Creative

To increase engagement from consumers, the retailer used weather data to dynamically trigger the relevant creative messaging. When the predefined thresholds were met for extreme cold weather, rainy weather, or extreme heat, the corresponding creative would appear in real time on the targeted screens.



The brand also leveraged promotional creative during holidays, such as for Labor Day and President's Day.





# Measurement

The auto retailer and Place Exchange partnered with **Foursquare (Placed)** to measure the efficacy of DOOH media in driving in-store visitation lift across all 500 targeted store locations.

Foursquare calculated lift by comparing the exposed population that saw the DOOH campaign with a control group that did not see the ads. A 30-day conversion window for store visitation was used in the lift calculation. The study took place over a 3-month period.

# Results

**58.6M**

total impressions delivered by  
Place Exchange

**75%**

in-store visitation lift attributed to  
DOOH campaign across all targeted  
retail stores

**141%**

in-store visitation lift attributed to  
DOOH campaign across the  
under-performing store segment

**474K**

total store visits generated by PX  
programmatic DOOH campaign

# Learnings

- The DOOH placements drove cost-efficient in-store visits to targeted locations, including for both underperforming and best-performing stores.
- Place Exchange enabled the auto retailer to seamlessly adjust dynamic DOOH creative messaging to account for seasonality, weather, and brand initiatives with a click of a button in their DSP.

# Unlock the real power of OOH

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