

VISTAR MEDIA

A leading big-box retailer enlisted Vistar Media to activate a 6-week programmatic digital out-of-home campaign to reach its target shoppers across the entire consumer journey.



Challenge

Aiming to drive foot traffic to its store locations across a variety of shopping initiatives, the client leveraged several of Vistar's advanced solutions to activate a highly targeted and measurable DOOH campaign.

Our Strategy

The retailer used Vistar's programmatic technology to buy a robust mix of out-of-home formats, including billboards, sports entertainment, movie theatre lobbies, bus shelters, street furniture, supermarkets and shopping centres, across both the open exchange and private marketplace.



How We Got Here:



Data-Driven Audiences

Utilising Vistar's partnership with Foursquare, the client activated four distinct data-driven audience segments to target Home Decorators, Discount Shoppers, Fashionistas and Shopping Enthusiasts.



Proximity Targeting

To amplify the impact of audience targeting, the brand also implemented radius targeting to reach shoppers with DOOH messaging while they were within 500 metres of its store locations.



Footfall Attribution

To evaluate the success of the campaign, we conducted a Footfall Study via partner Lifesight, which measured the incremental lift in store visitation driven by DOOH campaign exposure.

Key Insights

- 95% of consumers stayed for between 11 and 30 minutes during their visit to this store.
- The majority of consumers traveled less than 5km to visit a Kmart store, validating the POI targeting strategy as a highly effective strategy.

Results

26%

Lift in Store Visits

10M+

Impressions Served