

Case study: a leading UK petcare brand

Brand challenge:

The petcare brand wanted to **better understand its target audience** – dog owners in the UK – to **increase store visits** over the busy Christmas period (when traditionally there is an uplift in dog treats and food sales) and **increase sales**.

Their KPIs were to **increase brand awareness** and **customer engagement** using view through rate (VTR), viewability and click through rate (CTR) metrics compared to the non-seasonal campaign that had been running for the rest of the year.

Blis' solution:

Blis ingested the client's first party data (mobile device IDs) into the Blis platform (Blis proprietary DMP and DSP), further enriching it with **Blis' first party location data, telco data (over indexing UK postcodes for 'pet apps' as well as calls to vets, pet insurance and groomers) and IRI petcare sales data (postcodes with high propensity of sales in the pet food and treats)**. By enriching their audience within the Blis platform, we were able to reach and prospect new customers that own pets and have a high propensity to purchase petcare products. **This strategy greatly minimised ad wastage and bolstered engagement** with the ad enabling Blis to beat the client's KPIs.

- **Profiled audience and retargeted them cross-device when seen on residential Wi-Fi**
- **Customers targeted via 8.2 million devices** matching client's first party data
- IRI in-store sales data matching client's first party data achieved highest engagement: **1.86% CTR**
- 9–10 am proved the best performing time of day for **VTR: 47%**
- Identified the **top converting store: Sainsbury's Letchworth Garden City**

0.3%	CTR benchmark	1.35%	CTR
70%	Viewability benchmark	87%	Viewability
1.45%	Overall store visit uplift	1%	Overall footfall uplift