

Big Box Retailer

Adometry Offline Conversion Connector



CASE STUDY

Measuring Digital Media's Impact on In-Store Sales

Adaptive Audience was tasked to drive more in-store sales for a big box retailer. With more than 2,000 store locations in North America and no e-commerce, the retailer was focused on bricks-and-mortar success and struggled to understand the value of digital media.

adaptive audience



BACKGROUND

Adaptive Audience is an audience optimization and digital media company focused on providing actionable insights and maximizing ROI for a range of brands, agencies and trade desks.

PRODUCTS AND SERVICES USED

- Adometry Attribution
- Offline Conversion Connector
- Adometry Audience Insights

Missed Digital Opportunities

Historically, the retailer spent the majority of their advertising budgets on print FSIs, in-store promotions, and in-store events. Brandon Bethea, President for Adaptive Audience recalls that prior to 2009, the retailer did no digital advertising at all. With no e-commerce to measure against when digital was added to the program, the retailer assessed digital success using soft conversions including email sign-ups, content downloads, and store locator actions.

Adaptive Audience needed to prove to the retailer that a larger digital footprint does deliver ROI. The agency knew that keeping digital advertising in the mix would drive new in-store sales. They also knew that to win the retailer's trust, they would need to measure, prove, and optimize all digital marketing efforts.

Measure, Prove, Optimize

To help bring the customer journey into focus and tell the true story of digital's role in the retailer's marketing mix, Adaptive Audience connected with Adometry. Together, they established an advanced marketing attribution solution to understand:

- How online marketing (PPC, organic, display, email) drives in-store purchases and revenue
- Which channels and targeting strategies work best and their optimal spend
- What creative and messaging choices most efficiently and best motivate action

With marketing attribution in place, Adaptive Audience could confidently advise the retailer from the big picture down to the granular level. Adometry helped Adaptive Audience prove digital's role in driving in-store sales, to shift budgets to create the best channel mix, and to optimize performance with the best targeting and creative choices for the brand.

"Data-driven recommendations at the granular level [such as targeting type and creative] are crucial to our optimization strategy and have been eye-opening for our client. When it comes to improving their marketing mix, there's no way we could have done it without Adometry."

– Brandon Bethea, President
Adaptive Audience

Digital Drives Returns

By using Adometry's Offline Conversion Connector (powered by LiveRamp), as well as utilizing a combination of various Adometry attribution reports, Adaptive Audience was able to provide three key insights to the retailer:

- Digital's Leading Role.** First, Adometry showed that out of a capture of 5.5 million in sales conversions, fully 14% of sales conversions (equal to \$24.3 MM in revenue) could be tied back to a digital touch point. Tapping into point-of-sale (POS) data confirmed that 64% of those attributable sales were preceded by multiple digital touch points. In addition, 15% of the total offline sales had multiple channel conversions (various combinations of display, search, email, social and mobile). The data underscores the critical role digital plays within this brand's strategic, multi-channel marketing mix.
- Don't Discount Display.** Next, Adometry helped the retailer move beyond a search-centric, last-touch mentality. Having always assumed that online search drove sales, the brand had little or no trust in the value of display advertising. With Adaptive Audience, the retailer agreed to test moving 27% of total media spend to display and measure the results. Utilizing Adometry's advanced attribution with cross-channel reporting, Adaptive Audience proved that 66% of total conversions — or 86% of attributable revenue — was being generated by display.
- Optimize and Shine.** Finally, Adometry helped Adaptive Audience identify the best targeting and creative combinations to maximize ROI. Due to their historic use of FSIs, the retailer's digital creative had always focused on incentivizing shoppers with time-limited coupons. With Adometry, digital creative performance data proved that ads delivering brand messages were just as successful in driving shoppers into stores.

BEFORE ADOMETRY	AFTER ADOMETRY
Little understanding of digital media's impact on POS transactions	\$24.3 MM in revenue attributed to digital marketing
No confidence in the value of display advertising as part of the marketing mix	86% of total attributed revenue proven to be generated by display advertising

More Visibility Means More Opportunities

As the customer journey is revealed, Adaptive Audience can uncover more strategic opportunities to improve business results for their client. Adaptive Audience is now working to integrate Audience Insights and other optimization features to find further efficiencies. With Adometry, Adaptive Audience makes high-value, data-driven recommendations that continually drive business results and relationships forward.



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About Adometry by Google™

Adometry by Google transforms the way the world's top brands improve marketing performance. Acting as marketing's "system of record," Adometry solves the complex challenge of integrating, measuring, and optimizing marketing performance across all channels—both online and offline. Combining and interpreting previously silo'd sources of data; the Adometry Marketing Performance Management Suite provides data-driven attribution, modern marketing mix modeling, and intelligent optimization recommendations across and within channels. As a result, marketers are able to identify their true impact on the customer journey and generate actionable insights that improve ROI.