

GIMBAL

Casper

CASE STUDY: DRIVE STORE TRAFFIC

CHALLENGE

For any pop-up store, the ability to advertise to the right audience and also measure the effectiveness is inherently more challenging given the nature of pop-ups; one location, generally in denser areas surrounded by many stores. While geofencing can be effective in measuring store visits, it prompts the question, "Did they go to *my* store or any one of the stores next to mine?"



OBJECTIVE

- Casper was looking to drive awareness and foot traffic to their new pop-up location.

SOLUTION

- Serve rich media mobile ads to a geo-defined target audience.
- Deploy Gimbal beacon at pop-up location and utilize geofencing capabilities for increased reach and scale.
- Use our proprietary location technology to measure real-world attribution, mapping those that saw the mobile ad campaign to actual store foot traffic.

RESULTS

- The campaign averaged a cost-per-visit of only **\$7.53**.
- There was a **15.7% lift** in store traffic as a result of the mobile ad campaign.
- Gimbal's location technology was able to measure an average **dwell time of 47 minutes**, proving that the campaign reached an engaged audience.
- The Average Cost Per Incremental Visit was **\$47.81**, which is extremely low when considering the cost of a mattress.

