

Staples

Harnessing mobile consumer intent on Waze

STAPLES

The Challenge

As media platforms multiply and diversify at an accelerated rate, it becomes increasingly important for brands to maximize each opportunity. This requires knowing where your customer is and aligning marketing investment to reach that person with content and experiences that provide relevant value.

Heading into Back-to-School (BTS), Staples wanted to increase store-location awareness and drive in-store traffic and sales for their BTS products. iProspect's consumer-driven, data-led approach helped Staples identify moms shopping for BTS products as mobile consumers who use Waze, making Waze the perfect platform for a precision audience targeted campaign.

The Results

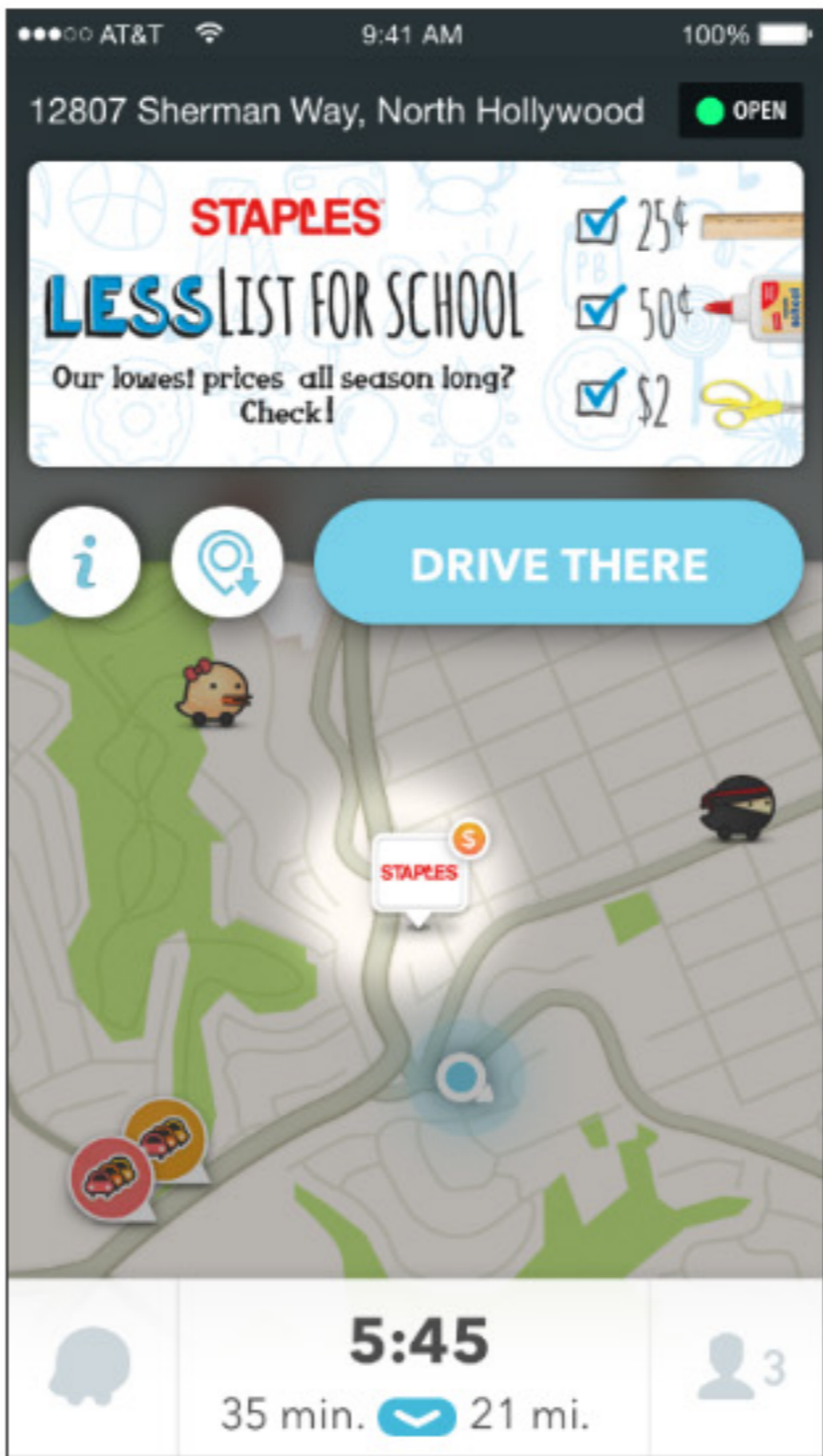
+70%
increase in brand recall (measured via follow-up survey)

+37%
increase in search navigations within Waze

+3.8%
lift in incremental BTS units sold in stores tested

+1.7%
lift in incremental store visits in stores tested

With 47K actions including 16K navigations, the campaign delivered an *incremental* ROAS 2x higher than average display campaigns and an *incremental* profit ROAS 5x higher than average display campaigns.



The Strategy

Staples and iProspect chose Waze, the world's largest community-based traffic and navigation app, as the campaign platform because Waze had the scale (20 million active users), the right audience (consumers, specifically moms with school-age children), the right context (data showed that most BTS shopping is done in-store, and Waze users are already on the road), and the ability to target specific locations.

For the test campaign (covering 848 stores in 14 markets), the team implemented the full array of placements on the Waze platform: hyper-local branded pins, zero-speed takeover ads, sponsored search, and a shopper + family destination targeted takeover ad. This diversified strategy created branded touch points at multiple instances throughout the consumer's experience with the Waze app.

“We sought an innovative way to promote our back-to-school deals to moms during peak shopping weeks. Waze was the perfect platform to deliver a relevant message at the right time (e.g., when moms were near a Staples store). We’re encouraged by the results and excited to continue testing additional personalized mobile strategies.”

— **Natasha Young**
Director of Digital Marketing, Staples

Services Used



Performance Display



Local Marketing

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