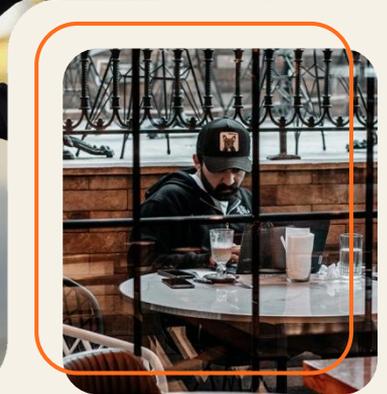


The Power of Video Everywhere

Efficiently driving store
visits through in-home &
on-the-go touchpoints

**Leveraging video
in the home for brand
building is ubiquitous,
offering unmatched
opportunities for
brand storytelling**

But how can brands drive real action outside of the home?



OUR OBJECTIVE

**Test the effectiveness
of serving video ads
as an additional
touchpoint when
people are already
on-the-go**

THE TEST

We put 3 types of video to the test by deploying and measuring their impact on foot traffic



Connected TV

Programmatic



Online Video

Programmatic



Video On-the-Go

GSTV



The Method

Brand

Fast casual dining brand running all 3 types of video simultaneously



1

Fielding

Impressions ran across all screens over the course of 3 weeks

3



2

Campaign Goal

Video ads featured a new promotion and aimed to drive traffic to restaurants

4

KPI Measurement

Measured foot traffic to the brand's casual dining locations

CAMPAIGN GOAL

Driving foot traffic to stores

Similar **average frequency** across video platforms

Video On-the-Go

INVESTMENT

52%

REACH

8.9M

AVG FREQUENCY

2.1

Online Video

INVESTMENT

37%

REACH

6.0M

AVG FREQUENCY

1.8

Connected TV

INVESTMENT

11%

REACH

1.5M

AVG FREQUENCY

1.2

The Power of an 'On-the-Go' Moment



THE IMPACT

Reaching people on-the-go drove incremental foot traffic

BEHAVIORAL LIFT
(Incremental store visitation)

EXPOSED CONVERSION RATE
(Store visitation)



Connected TV

No incremental lift
in store visits

4%

Exposed Conversion Rate



Online Video

No incremental lift
in store visits

6%

Exposed Conversion Rate



Video On-the-Go

+12%

10%

Exposed Conversion Rate

On its own, **video on-the-go** was the most effective in generating store visits

THE IMPACT

Video on-the-go + traditional video = Amplified performance

BEHAVIORAL LIFT
(Incremental store visitation)
% increase

+12%

+22%

+27%

When video on-the-go is combined with other video formats, **synergy drives even stronger performance**



VIDEO ON-THE-GO
ONLY



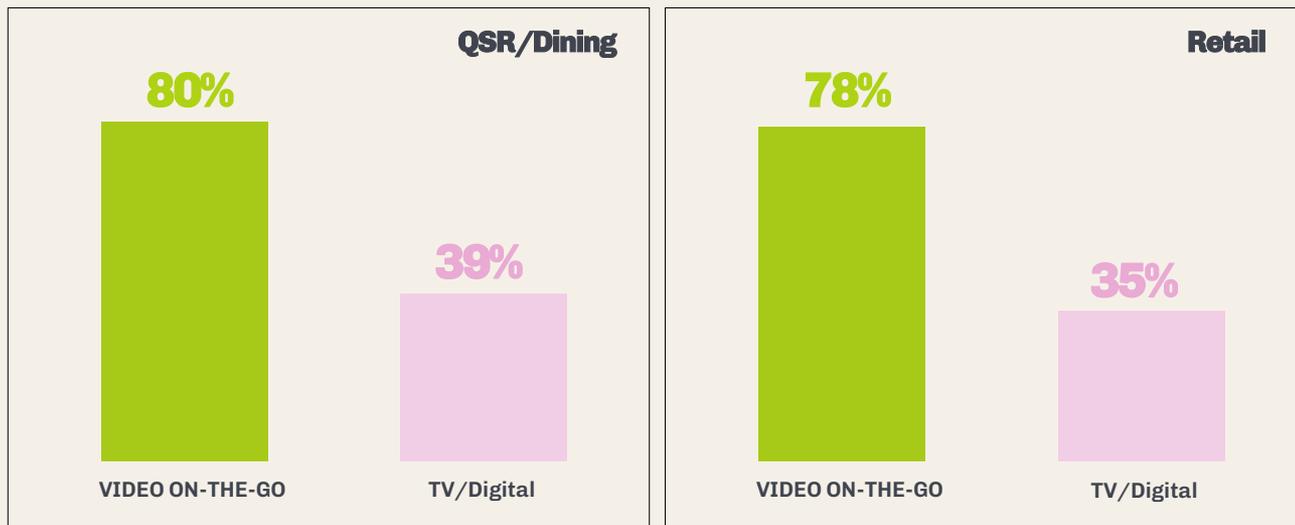
VIDEO ON-THE-GO +
CONNECTED TV



VIDEO ON-THE-GO +
ONLINE VIDEO

We consistently see on-the-go driving store visits across verticals

BEHAVIORAL LIFT
% of campaigns with lift



THE IMPACT

Video on-the-go delivered efficient incremental reach



Video On-the-Go

39 people/dollar



Online Video

37 people/dollar



Connected TV

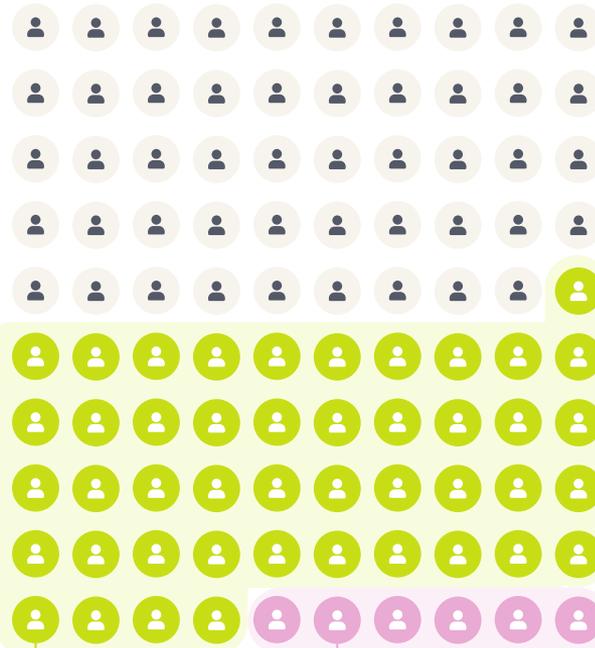
30 people/dollar

30%

more efficient compared to **Connected TV**



TOTAL CAMPAIGN REACH



45% 7.5M

INCREMENTAL REACH FROM VIDEO ON-THE-GO

6% 1.4M

VIDEO ON-THE-GO + OTHER



On-the-Go Video, Under the Hood

On-the-go video succeeds by connecting with attentive audiences on the verge of spending



“An object in motion tends to stay in motion.”

ISAAC NEWTON

When people are on-the-go, they spend more

CONSUMER SPENDING

\$ per thousand accounts | 3-hr post observation window

Consumers spent **3.7x more** immediately following a fuel transaction than those who did not purchase fuel that day



Fuel transaction observed



+3.7x



No fuel transaction that day



After fueling up, people spend more across verticals



3.2x

more at
Department
stores



3.6x

more at
Drug
stores



4.0x

more at
Big Box
stores



4.0x

more at
Casual Dining
restaurants



4.8x

more at
Grocery
stores



5.2x

more at
Home Supply
stores



5.3x

more at
Quick Service
restaurants

1

Amplify with video on-the-go

Continue to use **online video at home** to build brand. Use **video on-the-go** as an additional touchpoint to drive action



Capitalize on momentum

Tap into the **natural readiness of on-the-go audiences** by serving ads that inspire immediate action

2

Thank you

