

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)



ConnectedTV

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%



VIDEO ON-THE-GO
ONLY

+22%



VIDEO ON-THE-GO +
CONNECTED TV

+27%



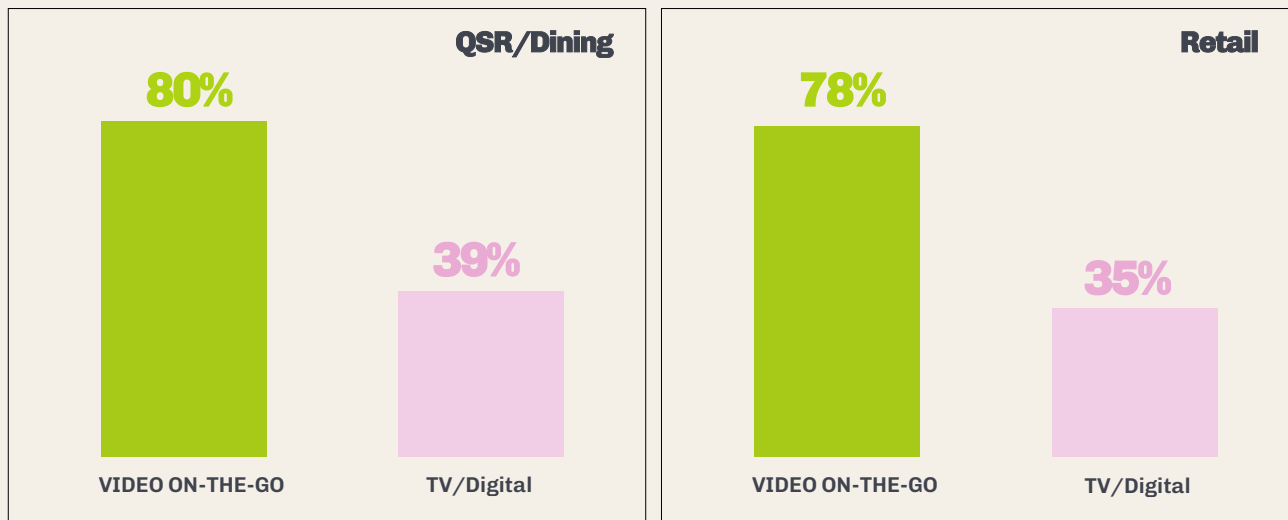
VIDEO ON-THE-GO +
ONLINE VIDEO

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

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

30%

more efficient compared
to Connected TV



Online Video

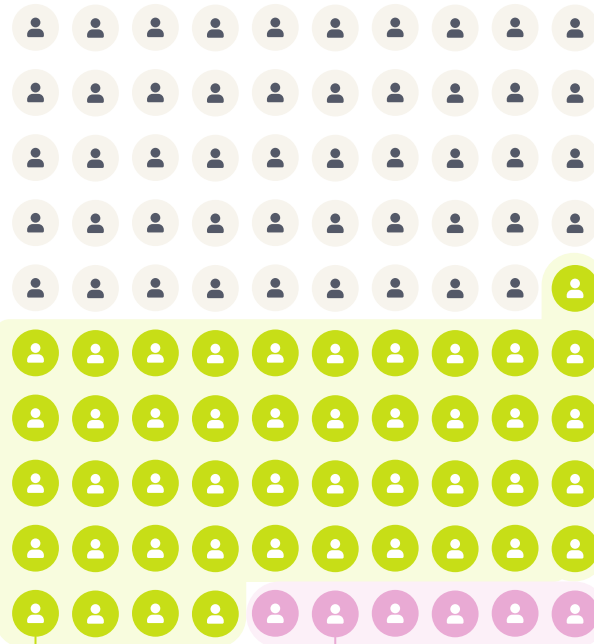
37 people/dollar



Connected TV

30 people/dollar

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**



**No fuel
transaction
that day**



+3.7x

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

IMPLICATIONS

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

