



4 KEY STEPS TO AN OPTIMAL DRIVE TO STORE STRATEGY

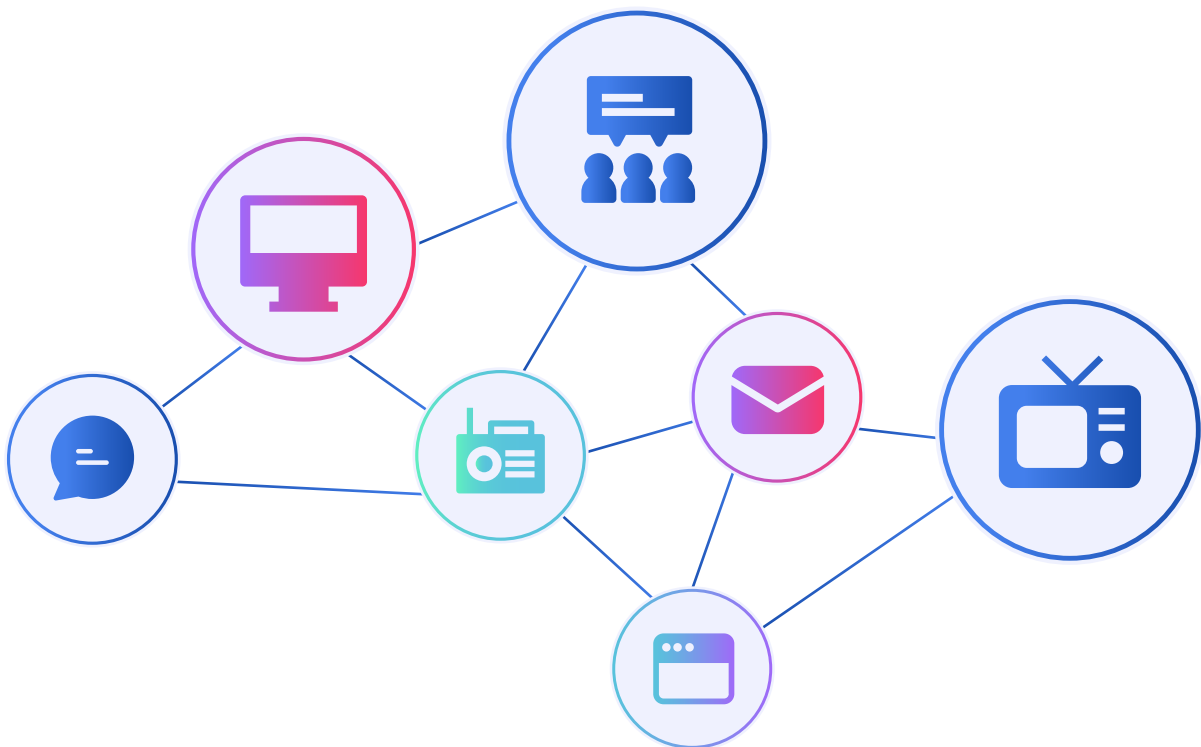


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INTRODUCTION

Drive to store is an essential communication tool in the digital age. As a complement to traditional media, this marketing strategy adds an innovative and immersive dimension to consumers' daily routines. For retailers, drive to store provides mechanisms that can be activated at any time, and that target qualified prospects with the goal of attracting them to all their points of sale. It's a dynamic and easily measurable solution that offers multiple opportunities for personalization to accompany each exposed user as effectively as possible, right up to their arrival at the store.



1 Broad distribution through digital channels

Advertisers are looking for the ideal media mix for their communication plans. From this perspective, drive to store, in combination with traditional tools, needs to deliver broad, high impact distribution.



1 - A cross-device presence...

To better meet the large scale communication challenges faced by modern advertisers, it's essential for your tools to reach as many mobile devices as possible. This is the cross-device principle: optimizing your campaign to keep up with users as they switch between their smartphones, home and work computers, and tablets. In a drive to store operation, campaigns need to appear on all these devices as Internet users go about their daily routines. This makes the message persistent, and allows you to accompany each potential prospect towards a conversion funnel through all the various channels they use.

Here's what you get from a cross-device presence:



→ Adaptable repetition of your message



→ Guaranteed ability to communicate about your latest offers at any time



→ Optimal exposure of your message on commonly used sites or applications

In short, a cross device presence is a great way to optimize campaign performance. This approach will considerably extend your reach, i.e. the number of users exposed to each of your actions throughout the day.



2 - ...based on flexible formats

The huge variety of advertising spaces available on applications and sites, but also on the connected devices that are now such a big part of our everyday lives, offers an opportunity to adapt your messages to different formats like:

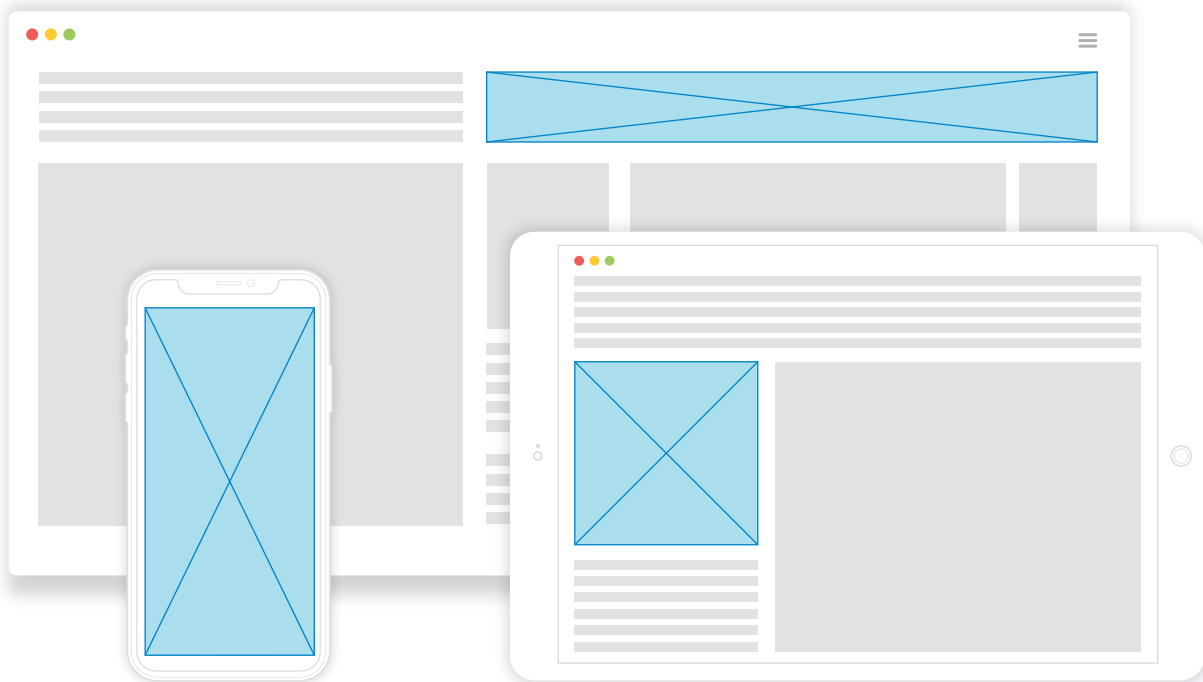
→ **Interstitials**

→ **MPUs**

→ **Banners**

Mixing up formats allows for adaptable repetition of advertisers' messages, while also optimizing their presence on the widest possible range of digital channels. This allows advertisers to alternate within the same operation between content-rich formats like interstitials and formats like banners that can repeat without seeming redundant.

Banners



Interstitials

MPUs

2 Identifying the right profiles by reconciling online and offline behavior

One major limitation with traditional broadcast media (billboards, posters, radio, etc.) is the inability to transmit different messages to different target audiences. It's at this stage that drive to store's role as a complement to these traditional marketing tools comes into play.



1 - Crossing socio-demographic and geographic data

To acquire a granular understanding of the audiences you want to address with a given campaign, drive-to-store offers a unique ability to target different types of behavioral and affinity data:



→ Socio-demographic data:

This data can be used to prepare user profiles based on criteria like age or gender.



→ Affinity data:

Can be used to identify the online and offline behavior of these profiles, their preferences or the sites they tend to visit.



→ Geographic data:

Can be used to construct dynamic marketing zones based on the areas where users live and work in order to optimize targeting for each point of sale.

Combining these data then allows you to develop a more refined understanding of your audience groups, helping you to better meet the objectives set for each marketing operation.



★ *CAD: “Our clients appreciate our ability to combine online and offline data to build audiences that we activate for Drive to Store campaigns. One of Near’s greatest strengths lies in the variety and richness of the data we use, from geographic and socio-demographic data to affinity data.*

The algorithms we develop are then used to identify the profiles that best fit the specific issues raised by the advertisers. We adapt our targeting strategies based on each retailer’s unique constraints, whether that means increasing the loyalty of their customer base or initiating a proactive acquisition strategy.

Our ability to work with our clients long-term to generate measurable performance at each point of sale is what’s established us as pioneers in data-driven marketing.”

Charles Antoine Dreyfus | VP Growth & Operations



2 - The “acquisition” case

When running a drive-to-store operation aimed at acquiring new customers, we need to factor in certain details as soon as we start building the target audience.

For example, consider a fashion chain that wants to bring new customers into its stores for the summer sale season. Different targeting techniques based on the online or offline data identified in the target profiles can be used to successfully address new customers, e.g. by:



- Excluding profiles that have recently gone to a point of sale, and taking into account the geographic data associated with those profiles.



- Analyzing profile affinity data for the fashion segment in general, whether through online behavior or data on recent visits to competing stores.



- Using machine learning to identify a lookalike audience – that is, an audience with similar characteristics (socio-demographic, geographic, affinity, etc.) to that of the fashion chain in question.

The goal of this process is to ensure that each marketing mechanism is exposed to new prospects in an optimal way, without targeting customers who are already loyal to the brand.

3 - The “loyalty-building” case

Conversely, brands that want to communicate with their recurring customers can also achieve this through a drive to store approach. For example, a home improvement chain that wants to build customer loyalty might choose to:



- Target profiles with an affinity for the home improvement sector, but also for the chain itself.



- Analyze visitors' behavioral data by noting how long they stayed at the point of sale.



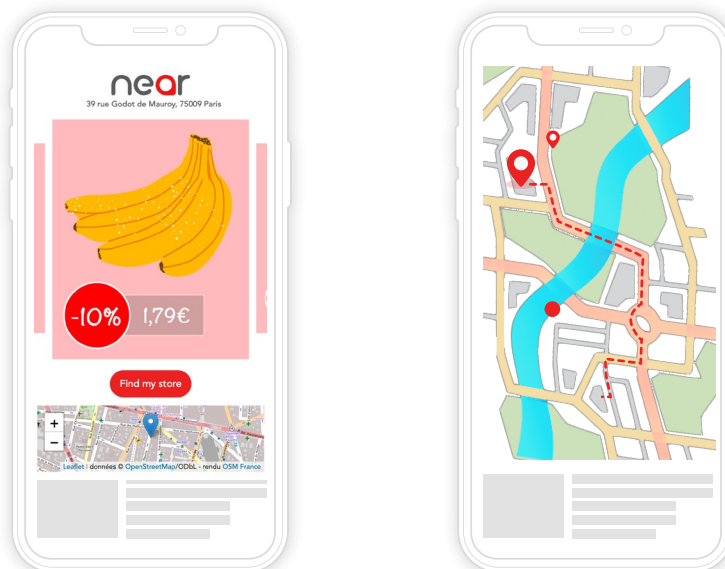
- Use geographic data to identify the profiles that have visited one or more of the chain's stores in order to measure their engagement.

These steps will maximize your chances of identifying likely customers. In addition, if the chain has already run other operations using the same tools, we can more precisely target the users who have previously interacted with visuals from earlier campaigns.

3 Personalizing your message to guide prospects to the point of sale

Regardless of the specific context in which retailers use drive to store, the ultimate goal is to generate in store traffic – especially during peak periods, which cover a significant portion of brands’ marketing budgets, and for which drive to store can complement other tools to further optimize your media mix. But where does the complementary function of drive to store come from, and what differentiates it from other media?

Dynamic Content Optimization, or DCO, is a key differentiating element for drive to store campaigns. This approach allows for extremely detailed personalization of advertising messages, as well as flexible visuals based on various criteria.



1 - DCO based on geographic data

When a chain decides to run an operation at the national level, across all its points of sale, the selected marketing tool must meet the need for a broad reach while also integrating dynamic functionality specific to the location of each store.

This is where geo-contextualization comes into play. This concept, which is both integrated into the design of your visuals and based on a profile-driven understanding of the areas where customers live and work, can take the form of either a map or a CTA (Call to Action) integrated into the formats to which your audience is exposed.

This clickable item sends the user to a map application that directs them to the nearest point of sale, thereby increasing their engagement with the highlighted offers. This represents a key tool for optimizing campaign performance by accompanying each customer profile through their purchase journey.

2 - DCO based on temporal data

Temporal DCO allows you to adapt your visuals based on an external context. For example, certain chains only want to broadcast their message during a certain part of the day, or only during the week.

Other brands use this functionality in creative ways in their marketing strategies:



→ An online betting site might adapt its visuals based on the results of an ongoing soccer match.



→ A high-tech product brand might choose to add a countdown timer to its messages showing the time until the next sale.



→ A restaurant chain might use its visuals to invite users to come and take shelter in their restaurants when it starts to rain.

Nowadays, many different types of DCO are available for advertisers to personalize their messages as part of their overall media strategy.

4 Investing your marketing budget more effectively with a reliable vision of performance

Drive to store campaigns offer a number of different ways to measure their results. Key indicators can be used to track campaign performance, but also to ensure ongoing optimization of marketing actions over the long term.



1 - KPIs specific to drive to store campaigns

As its name implies, the main goal of a drive to store campaign is to generate in-store traffic. So it's essential to identify the indicator that most clearly tracks achievement of this goal: store visits.

To ensure a truly representative result, it's useful to incorporate incrementality into our measurements of the generated visits. Incrementality involves measuring visit rates across two groups: a test population that is exposed to the campaign, and a control population that is not exposed to it. An analysis of these two distinct populations with similar characteristics provides a way to determine your ROI on the campaign through the following metrics:



→ Incremental visits generated



→ Uplift, i.e. the variation in visit rate between the two populations



→ An estimate of the incremental revenue generated by the campaign

To ensure unbiased results, it is recommended that you work with an independent third-party analyst to objectively determine the in store traffic generated by the campaign.

2 - Continuous improvement of performance

Right from its earliest activations, drive to store offers the ability to measure its performance by analyzing both online and offline data. However, repeated operations provide a better opportunity for long-term optimization of your results.

A long-term drive to store strategy can help to ensure:



→ Ongoing improvements to campaign targeting: By basing your efforts on audiences already activated in previous campaigns for purposes of retargeting or building lookalike audiences for future campaigns.



→ A global vision of the most impactful formats and offerings: As experience accumulates across multiple campaigns, you can begin to identify the products and offers that generate the most interaction with visuals, while also identifying the formats that produce the strongest engagement with the profiles exposed to each campaign.

Drive to store enables retailers to adopt a data-driven strategy based on concrete results, making it an essential tool in the existing media landscape. Each campaign's contribution to overall ROI is easy to identify, allowing for optimized decisions about future operations. As such, advertisers can more effectively distribute their marketing budget and acquire a 360° vision of their marketing tools' performance in order to better manage their actions over time.



Contact support

Have any questions?
Get in touch with customer
support at contact-fr@near.com



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We are determined to provide actionable insights as we work relentlessly to shape, build, and maintain the world's largest source of intelligence on People, Places, and Products in both the physical and digital space.

Ultimately, our vision is to inspire the world to make better decisions. And, to inspire ourselves to deliver the most trusted, privacy-led source of intelligence on People, Places, and Products.