

National Convenience Store Chain Boosts In-Store Foot Traffic with Strategic OTT/CTV Advertising Partnership

OTT/CTV Advertising with Foot Traffic Attribution

The team drew Conversion Zones around each convenience store to measure the number of users who were in a targeted household or visited a gas pump, were delivered an ad, and then entered a store. The campaign featured OTT/CTV video creative to reach users with immersive streaming content on large screens, as well as pre-roll video and display ads. The OTT/CTV and pre-roll ads included three sets of :15 second videos and two sets of :30 second creative.

Success Confirmed by Third-Party Solutions

The campaign succeeded with an overall CPV of \$2.09 as measured by Cuebiq. The CPV specifically for OTT/CTV was \$13. Thanks to the success of OTT/CTV advertising and Addressable Geo-Fencing with foot traffic attribution, our agency will continue to be the brand's exclusive always-on addressable programmatic partner.

— Results —

\$2.09 CPV
Cuebiq Measurement

\$13 CPV
for OTT/CTV

Category
Small Retail

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Trusted Agency Partnership

After seven years of partnership between the agency and Above The Fold, they had established a trusted relationship. The brand selected Above The Fold to take advantage of OTT/CTV attribution for foot traffic, unmatched audience targeting capabilities with Addressable Geo-Fencing and Geo-Fencing, granular and robust reporting capabilities, and the ability to work well with third-party measurement tools.

Agency Overview

- Part of one of world's largest holding groups
- Above The Fold partner for 7 years
- Viewability measured by IAS
- Interested in OTT/CTV ads with foot traffic attribution
- Requirements for in-depth, accurate reporting and working with third-party reporting partner


Brand Overview


- National gas station and convenience store chain
- More than 750 locations
- Third-party tracking and reporting with DCM and Cuebiq
- \$465,000 budget to be delivered at scale
- Looking to drive foot traffic into convenience stores

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Gas Station Pump Targeting

Using Above The Fold's Geofencing with Conversion Zones technology, the advertiser's goal was to encourage gas station customers to also enter the adjacent convenience store. The team built custom-shaped geofence targeting zones around the gas pumps at each of the 788 locations.

 Geo-Fence Target Zones
788 Gas Pumps

 Geo-Fencing Conversion Zones
788 Convenience Stores





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Household-Level Targeting

For Addressable Geo-Fencing, Above The Fold provided two address lists totaling 1.1 million households located near the convenience stores and based on specific demographic and interest-based criteria. Both lists were then uploaded to the Above The Fold

platform. Using GPS data paired with plat lines, Above The Fold automatically matched these addresses to the exact location and shape of the households, and built geo-fence targeting zones around each address to capture users for retargeting across all of their devices.

 Addressable Geo-Fencing
1.1 Million Households

 Geo-Fencing Conversion Zones
788 Convenience Stores

