

## Retail Store Drives Holiday Foot Traffic With Above The Fold

### Overview

A large retail store was looking to drive foot traffic to its physical location during the busy holiday season by promoting popular gift items. It selected Above The Fold (ATF) to utilize Geo-Fencing with Conversion Zones technology in order to target specific locations and track online-to-offline conversions. Its goal was to achieve a \$45 Cost Per Visit (CPV) to the store.

### Solution

ATF and the advertiser developed a Geo-Fencing strategy to reach a targeted audience with customized messaging. The team built target fences around relevant areas such as similar retail stores, shopping malls, and more, along with a Conversion Zone around the advertiser's location to measure conversions. Creatives were tailored to each set of target fences to give accurate directions and to promote the most relevant products for each location. After campaign launch, ATF and our multivariate algorithms made optimizations to drive down the CPV, including updating the frequency cap, implementing creative pacing, and blocklisting domains.

### Results

Over the course of the campaign, ATF delivered 97 offline conversions, meaning 97 individuals entered a target fence, were served an ad, and then visited the Conversion Zone. This generated a CPV of \$4.40. Using ATF's Geo-Conversion Lift dashboard, the advertiser measured a 137% surge in incremental store visits attributable to the campaign.

— Results —

**137%**  
Geo-Conversion Lift

**\$4.40 CPV**  
Campaign Result

**Category**  
Retail