

### CASE STUDY: GATHERING CONTEXT TO TAKE ACTION

A Food Tech Company utilized Rad Intelligence to execute a media campaign with impression attribution that measured in store visits using our syndication product.

#### CHALLENGE:



Our client wanted to utilize social media content to improve the customers overall mobile experience and improve engagement. Given the blended industry sku of 75% VS 25% of mobile traffic against desktop traffic, using in-store visits (data) to drive the optimization strategy was paramount.

Insights about customers relying on their GPS empowered a smarter approach to understanding offline trends and market behaviors.



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### SOLUTION: GATHERING CONTEXT TO TAKE ACTION

Our team structured a location based media buying campaign that engaged and measured it's best customers in the "real world". Our data team set up all aspects of the campaign including location, flight date, incentives, and the overall media plan.

**RAD re-mixed premium ad units out of social media and influencer content** for distribution across our network of publishers. Driving foot traffic on specific days that measurement was initiated was the core KPI. Deep reporting and a smarter media spend exceeded engagement KPI thresholds while providing the visibility need for continued confidence. This provided our client a specific road-map for scale, and added shelf life to already produced social media content.



### **RESULT A:**

The solution that RAD implemented extended the reach of already produced, paid for, and posted social media content. By syndicating the content, Rad increased the engagement KPI's and provided the attribution to in-store visits. This created renewed confidence in the media spend allocation while providing the insights needed create more impactful marketing decisions.

### **RESULT B:**

The brand identified the offline channels its customers visited most frequently. This information empowered a very targeted mobile ads campaign which RAD facilitated and managed. The Company was able to increase ROAS, define measurement, and communicate with its best customers at it's most frequented stores.

### **RESULT C:**

The brand identified specific geo-specific areas where we identified heavy concentrates of confirmed customers that already engaged and loved the brand. This data enabled RAD to target better across all media channels including Facebook, display, and influencer conversion campaigns.