The goal.

You’re a major brand. What’s more—your brand is a giant target, right in the center of your lane. The competition is watching closely, their fingers are high and available, and you’re ready to take flight. But, how do you deliver your tested promise, while actually promoting your brand to the audience?

You advertise.

And, if you’re the most popular smartphone browser ever, these ads should be impactful. More specifically, if you’re keen on measuring how much of your audience is seeing exactly what they should be—driving traffic to stores and reinforcing the brand promise.

Because even when you’re top, everyone wants to be just like you.

Research was required.

They say imitation is the sincerest form of flattery. Sure, it is. But if you’re marketing, it can be downright frustrating. You spend a lot of time—and money—that perfect ad. So, when you really let it launch, it’s gotta work. That means you want the media to confirm it was seen by the audience, for you to get a better buy later.

This client needed real-time metrics on their ads’ effectiveness. They wanted to gauge their ability to stand out from the competition and to reinforce brand awareness in the market. We’d need to help them tie their advertising effectiveness to their sales to produce facts.

Our approach.

As the nation’s largest, highest-rated consumer panel, SOTG locates consumers in real-time. Here, the app triggers a survey to the client’s target audience. Results are split into two groups: exposed and unexposed. Both panels were spoken to, in order to compare results. And, because this is an app, the client received:

• Accuracy

And, because it’s an app, the client got:

• In-store behavior: SOTG confirmed ad exposure and foot traffic to the store.

• Out-of-home behavior: SOTG verified if the panelists were exposed to the ad.

• Accountable data: Panelists were spoken to in real time, and validated via the SOTG app.

The results.

Consumers were enticed by the ads to stop by the store and view products. The consumers who saw an ad were more likely to purchase the brand, and to promote it. In fact:

1. said the ad made them feel better about the brand.
2. liked the brand after seeing three ads.
3. planned to visit the store in 3 months to look at promotions sent to them by dispensaries or Cannabis companies.
4. chose this brand based on value for the price.
5. were able to recall the ad.
6. were able to adjust their approach and create a better go-to-market strategy.
7. were able to recommend the brand to others.
8. said they will promote the brand to others.
9. said the ad made them feel better about their brand.
10. said they will pay your more for it.

Achieving a 50% Boost with Out-of-Home Advertising

For new buyers to try the brand. After all:

• dispensed actions: GPS was used to track each panelist’s location, with their consent.
• eCommerce behavior: SOTG confirmed ad exposure and frequency to the store.

As a result of the research, the client found they had poor coverage in certain areas. With the validated consumer surveys for unprecedented insights to help you capture the modern consumer’s attention.

About MFour.

MFour is the only provider for real-time app, web, and foot traffic metrics with validated consumer surveys for unprecedented insights to help you capture the modern consumer’s attention. About MFour.

References:


2. Dispensary actions: GPS was used to track each panelist’s location, with their consent.

3. Accuracy data: Panelists were spoken to in real time, and validated via the SOTG app.