# Supercharge Foot Traffic: Achieving a 50% Boost with Out-of-Home Advertising

## The goal.

You're a major brand.

Which means—you have a giant target, right in the center of your back. The competition is watching closely: their fingers are tight around an arrow, and they're ready to let it fly now. So, how do you defend your market position, while positively promoting your brand?

You advertise.

And, if you're the most popular smartphone brand ever, then those ads should be impactful. More specifically, it means you need research to verify that your out-of-home ads are doing exactly what they should be: driving traffic to stores and reinforcing the brand's position.

Because when you're on 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 in marketing, it could be downright frustrating. You spent a lot of time—and money—on that perfect ad. So, when you're ready to let it launch, it's got to work. That means you want the creative to stand out from everyone else, to tell your story better.

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 to tie advertising effectiveness right back to product sales.

## Our approach.

We used Surveys On The Go® (SOTG).

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 it's an app, the client received:

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

1. In-store behavior: SOTG confirmed ad exposure and tied traffic to the store.
2. Out-of-home actions: GPS was used to confirm panelists' exposure using geolocation.
3. Accurate 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:

- **76%** considered the brand.
- **74%** wanted to visit the store.
- **59%** were able to recall the ad.
- **51%** liked the visuals in the ad.
- **50%** said they will promote the brand to others.

The more exposure a consumer had, the higher they perceived the brand. Frequent ad exposure was found to boost awareness and engagement. This meant that:

- **98%** liked the brand after seeing three ads.
- **81%** said the ad made them feel better about the brand.
- **50%** wanted to visit the store to see their products on display.

Store visits will grow, if the client offers more product experiences and entertainment offers. Consumers like, and are looking for, a hands-on experience. We can see this in:

- **71%** wanted to know more on the brand, after three ads.
- **50%** planned to visit the store in 3 months to look at the product.
- **50%** planned to visit the store in 3 months to do a VR experience.

## About MFour.

MFour solves the issues of data fraud and commoditization in research using validated consumer data and a groundbreaking end-to-end insights platform. Utilizing the 4.5 star rated iOS & Android Surveys On The Go® app, MFour collects validated consumer behaviors + surveys to gain deep insights into consumer journeys. This data is seamlessly integrated into MFour Studio™, the only platform combining validated surveys with real-time app, web, and location data. This comprehensive approach empowers businesses to make informed decisions using validated consumer opinions and behaviors.