Adsquare case study

adsquare

Challenge

Mobile has become the first screen for consumers in terms of internet time spent. Hyperlocal location data is unique to mobile and provides a lot of new, valuable information about consumers. It's the key to powering more effective programmatic advertising. It is also an essential part of targeting the relevant consumers, measuring their behavior and getting insights. Today's sophisticated buyers demand more transparency in location data science, better campaign performance and ROI from attribution modeling. Finding the right partner that can help build the bridge between real-world consumer behavior and mobile programmatic advertising in a transparent way is essential. It also means an increasing reliance on quality static location data to better understand consumer real-world behavior and determine their exact whereabouts. This allows adsquare to power more contextually relevant and effective mobile advertising campaigns for its clients.

Solution

To meet those challenges and address the demand for top quality location data, adsquare integrated a global database of HERE Places in April 2017. By leveraging HERE Places and overlaying raw location data of anonymous users with POI data points, adsquare is able to understand exactly what consumers are doing in the real world: what places they visit, when and how often. Analyzing user's historic mobility patterns over time allows them to build accurate audience segments. For example, a user visiting a gym three times a week (and regularly visiting sports goods stores) can be assigned to a segment of "sports enthusiasts". Only four months into the partnership, adsquare expanded its relationship with HERE to include our global set of 2D Footprints. This decision allowed adsquare to further improve the segmentation and attribution work of its clients. Being able to accurately define polygons of buildings instead of simply applying a radius to a latitude/longitude information enables adsquare to improve location targeting and optimize ROI for efficient, low wastage campaigns.

Results

The partnership with HERE enables adsquare to offer advertisers and their agencies an exceptional level of accuracy for hyperlocal campaigns. A good example is a Subway campaign in France which goal was to "hijack" customers of competitor outlets and drive foot traffic to Subway stores. adsquare analyzed location data from over 8m mobile devices and was able to create a very precise audience, based on place visits data. The campaign was run by a mobile technology company S4M who leveraged the audience „Fast Food Consumers" (people who visited Subway or one of the competitors stores over the last 30 days). The results impressed MediaCom and its client, Subway. With an outstanding video completion rate of 46% and a CTR rate of 4,26%, the company delivered a stunning number of around 4.8m impressions. To measure the campaign's impact on foot traffic, adsquare analyzed the real-world consumer behavior of a control group and a campaign group around Subway's and its competitors' stores and found a whopping 46,72% increase in the visit rate to Subway restaurants.

About adsquare

adsquare is a mobile-first data exchange company bringing together data buyers and sellers in a transparent and secure environment. adsquare's platform makes data accessible in real-time, enabling advertisers to create holistic audiences and to target consumers in their local context. With its technology, the company builds the bridge between the real-world consumer behavior and mobile programmatic advertising.

About HERE Technologies

HERE, the Open Location Platform company, enables people, enterprises and cities to harness the power of location. By making sense of the world through the lens of location we empower our customers to achieve better outcomes – from helping a city manage its infrastructure or an enterprise optimize its assets to guiding drivers to their destination safely. To learn more about HERE, including our new generation of cloud-based location platform services, visit **http://360.here.com** and **www.here.com**