



## GEOTARGETING FOR BLACK FRIDAY - CASE STUDY

### How KDRV Won New Business With The Visit Platform

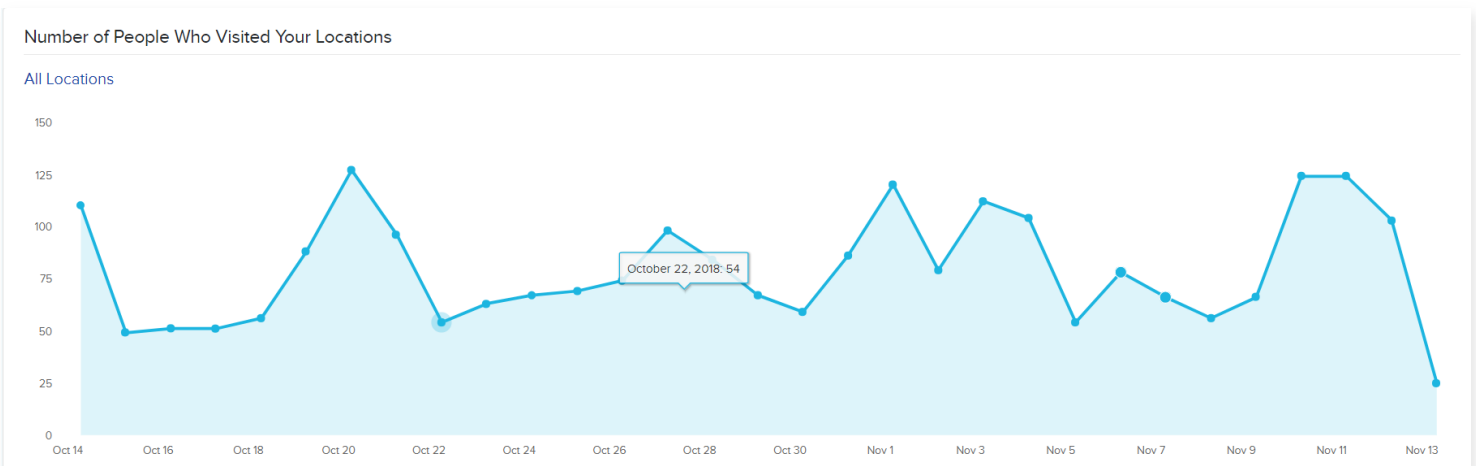
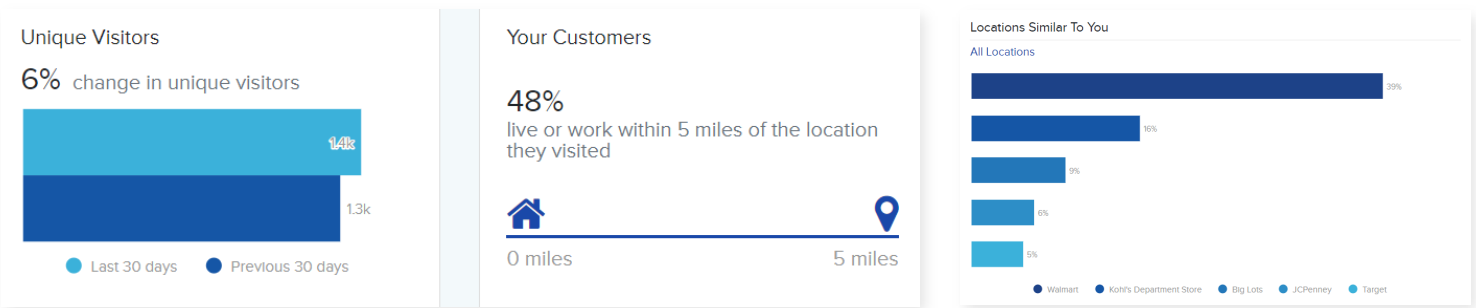
#### THE CHALLENGE



The local mall approached KDRV to build out a last-minute TV campaign to drive store visits on Black Friday. With no time available to create and produce a new commercial, the team faced losing the business. KDRV knew they could execute a digital campaign much more quickly, but the client was hesitant it would produce results.

#### WINNING THE BUSINESS

KDRV's sales presentation included analytics from Reveal Mobile's Visit platform, helping the mall easily visualize and understand their audience, as seen in the images below. This simple extra step impressed the client enough to move forward with a digital campaign, earning KDRV business they were about to lose.



# CAMPAIGN DETAILS

## GOAL: Increase foot traffic during the week leading up to and on Black Friday

### AUDIENCE:

Visitors to the mall and competitive locations over the previous 90 days

### CAMPAIGN:

60,000 impressions  
from Saturday 11/17 – Friday 11/23

### MESSAGING:

\$1,000 Black Friday Cash Tube –  
come win \$1,000 at the Mall

### DELIVERY:

The custom audience created through Reveal Mobile was imported to Zapp360's platform for real-time delivery across the mobile ecosystem.

## RESULTS? BIG ENGAGEMENT FOR A SHORT RUN



**61,371**  
impressions

**0.51%**  
CTR

**313**  
taps to click

*When I brought up the reports and analytics compiled from Reveal Mobile, the client was so impressed that they decided to move forward with the campaign. Reveal Mobile's analytics provided statistics that are currently unavailable. The additional data gave our proposal even more value therefore allowing us to win their business and most importantly, their confidence. - Tammy Cordonier, Account Executive, KDRV-TV*

## ABOUT REVEAL MOBILE

Reveal Mobile provides location-based marketing and analytics. Customizable reporting helps advertisers and agencies easily understand the audiences that visit the locations they care about, and the profile of that audience.

A powerful user interface makes it easy to build location-based audiences and then reach them through digital advertising and social media. Post-campaign reporting simplifies the process of understanding the increase in foot traffic as a result of the campaigns. The company's privacy-compliant approach has earned the company membership in the Network Advertising Initiative, undergoing annual privacy certifications. Reveal Mobile is based in Raleigh, NC.



**REVEAL MOBILE**