



# CASE STUDY

## Retail Shopping

This client is an appliance, TV and Furniture family owned store since 1955, serving customers throughout the Central Pennsylvania area for more than 60 years, offering low prices, fast delivery, and a professional service and repair team. As a staple in the community, the client has supported many local community events and charities.

**156 in-store visits**

### Key Demographics



**Women 25-49**  
Adults 18-34



**Pennsylvania**  
Dauphin County

### Tactics



**Billboards**



**Addressable Geofencing**

### Goal(s)

Generate in-store foot traffic with Mobile Attribution tracking.

### Execution

When the customer entered the geo-fenced location (Advertising Targets), they were then targeted with client ads on their mobile device.

When the customer entered the conversion zone with their mobile device and had previously been served client ads, the conversion zone recognized the user and attributed their visit as an offline conversion for the geo-fencing campaign.

### Results

For Mobile Attribution, there were 345,188 impressions served, which garnered 672 clicks – equaling a 0.18% CTR, which is right around the national average. Out of all of the potential leads from the impressions and clicks, there were 142 total in-store visits. The GE Mobile Attribution Campaign served 51,562 impressions and garnered 68 clicks – equaling a 0.13% CTR. Overall, there have been 14 in-store visits for the GE campaign from mobile attribution tracking. The client saw the highest 4th quarter than the previous three years.