

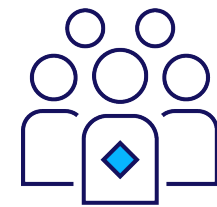
Programmatic showcase

Utilising mobile location data to target infrequent customers to visit in-store

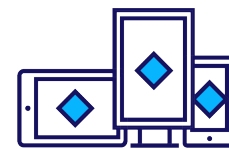
Campaign objective

Albert Heijn (AH) wanted to drive footfall traffic in-store to increase sales during summer months when much of their primary audience were on holiday, and specifically target infrequent and new customers to shop.

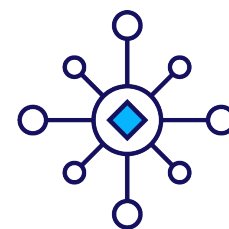
For this programmatic and mobile campaign, AH tapped into mobile-location data to determine when and where the target audience could be reached. Using this data, 73 postcodes across the Netherlands, where mostly secondary and tertiary customers lived, were served ads to drive them in-store, with specific promotions displayed according to their nearest AH store using store inventory data.



Target audience
– Infrequent Albert Heijn shoppers



Campaign specification
– Utilisation of mobile location data to target audience around AH stores
– HTML5 creatives



Inventory
– DOOH Roadside in the Netherlands



The dynamic creative included:

Offers, promotions and exclusive prices based on inventory data

Location of closest AH store

Geo-targeting