VIOOH + Albert Heijn

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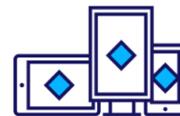
Campaign specification
- Utilisation of mobile location data to target audience around AH stores
- HTML5 creatives

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

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Campaign results

30%
uplift of new customers from target audience

26%
footfall uplift when activating secondary and tertiary audiences to visit AH stores