

DIGITAL CASE STUDY: GOING BEYOND THE TRADITIONAL AUDIENCE TARGETING

HOW INSIGNIA'S PROPRIETARY PRODUCT + STORE ATTRIBUTE, DATA-INFORMED TARGETING HELPED DRIVE INCREMENTAL SHOPPERS DELIVERING DOUBLE-DIGIT LIFT.

THE CLIENT

Nutritional Supplement Brand Product

THE SITUATION

The client wanted to drive measurable, in-store traffic results by delivering shoppers brand-centric awareness and personalized messages geo-located around multiple outlets (Mass, Natural).

THE STRATEGY

Insignia collaborated with the client to go beyond the brand's audience demographics. Through a relationship with IRI, Insignia identified product attributes with the highest affinities – collagen, bone broth, gluten-free, keto.

Furthermore, Insignia explored households with the highest propensities to purchase against the attribute affinities combined with channel-specific research analyzing differences in a shoppers' willingness to drive for their purchase. Insignia's deterministic and probabilistic data analysis resulted in a refined audience of households most likely to engage.

THE CREATIVE

Insignia dynamically activated the GPStore (integration with Google Maps) and Cube creatives providing brand and retailer-specific messages enticing the shopper to go in-store through finding their closest location and engaging with an interactive unit.

GPSTORE



CUBE



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44%
FOOT TRAFFIC LIFT
MASS CHANNEL
ADSQUARE REPORTING



29%
FOOT TRAFFIC LIFT
NATURAL CHANNEL
ADSQUARE REPORTING

