National Auto Parts Retailer Drives Visits to Locations Across U.S. with Addressable & Conversion Zone Solutions

Overview

One of the nation's largest auto parts retailers representing multiple brands and thousands of locations across the country partnered with Digital Mouth to drive in-store foot traffic to hundreds of retail locations. With many competing brands aiming to reach the same consumers, an addressable programmatic strategy was deployed throughout the buyer journey to connect audiences with timely and relevant content.

How We Did It

Addressable Audience Curation
Custom audiences were created by tapping into location data and choosing variables to reach individuals within a 10-mile radius around 1,200 of the brand's store locations actively engaging with content related to automotive repair.

Addressable Geo-Fencing
Each audience address was matched to the exact physical location, shape, and size of the property using GPS data paired with plat lines. Competitive fencing was also used to capture users who visited 5,425 competitor storefronts in-market.

Native Programmatic
Native contextual advertising helped visually showcase the retailer's products while delivering ads alongside relevant content across three device types: mobile, tablet, and desktop, without disrupting the user experience.

Conversion Zones
Conversion zones were created around the retail locations to measure in-person visits from audience members who were previously served an ad. Therefore, when a user visited one of the stores after being served an ad, they counted as an offline conversion.

The Results

7,969
Display Actions
(in-store visits)

$3.29
Total Display CPSV

$1.92
Total Native CPSV

0.33%
Native CTR
(3X industry avg)

98.1%
Video Completion Rate