

Triumph and Xaxis connect in-store visits to online ads with Foursquare

CASE STUDY

Client: Xaxis

Method: Foursquare



THE RESULTS



Successfully measured in-store visits driven by digital campaigns across Taiwan, Singapore, and Malaysia



\$0.65 USD

overall cost per footfall (CPF) achieved



80%

reduction on CPF compared to the early flight

Testing new ways to drive footfall and measure success

Lingerie brands know that their customers frequently visit physical stores before making purchases online. That's why international lingerie retailer, Triumph, was eager to drive more shoppers to their brick and mortar stores, and measure these in-store visits for their new anniversary campaign in Taiwan, Singapore, and Malaysia markets.

Optimizing and measuring the full customer journey

Triumph turned to its agency, Wavemaker, to find an innovative way to correlate online campaign performance with in-store visits. Wavemaker briefed Xaxis, who found a solution in Foursquare Offline Conversions, The Trade Desk's integrated online-to-offline measurement solution, which enables advertisers to attribute offline foot traffic to the corresponding online campaign.

After the campaign went live, Triumph and Xaxis used Koa — our AI engine — to automatically optimize to foot traffic. Campaign reporting revealed granular insights, such as in-store visit performance for each individual market (down to the exact store), the best frequency, time, and day of the week to show ads to customers, and more. These actionable insights then helped make in-flight optimizations to the campaign to drive more footfall.

Triumph and Xaxis also found that there were cross market conversions happening, especially between Malaysia and Singapore. For example, some customers that had seen

the Triumph ad in Malaysia ended up visiting Triumph's stores in Singapore.

More insights lead to better cost efficiency

For the first time, Triumph was able to attribute offline performance to its corresponding online campaign. And the results were impressive — in-store visits driven by digital campaigns were successfully tracked across three markets. Moreover, the overall cost per footfall (CPF) decreased significantly by 80% compared to the beginning of the campaign, resulting in an overall CPF of \$0.65 USD CPF. Triumph and Xaxis were impressed with the performance and insights they got from this campaign, and will confidently use Foursquare and The Trade Desk's tools for their future campaigns.

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“Xaxis and The Trade Desk have been playing valuable and cooperative roles in our marketing strategy. They have proven the advantage of programmatic advertising, with precise audience strategies leveraging the footfall measurement to increase offline traffic to stores in a much more cost-effective way.”

- Neil Lewis, Head of Marketing Asia, Triumph

