

# Cross-Device for Maximum Reach, Improved Awareness and Increased Store Visits

**Exposing users across mobile and desktop yields a 50% improvement in brand recognition and 45% increase in store visitation.**

Adbrain partnered with On Device Research to determine the effectiveness of a cross-device campaign for a leading UK retailer. The retailer wanted to better understand the roles, synergies, and effectiveness of each device across 3 key dimensions:

**Reach:** How well did the campaign reach its intended audience?

**Brand Impact:** What was the impact on brand metrics?

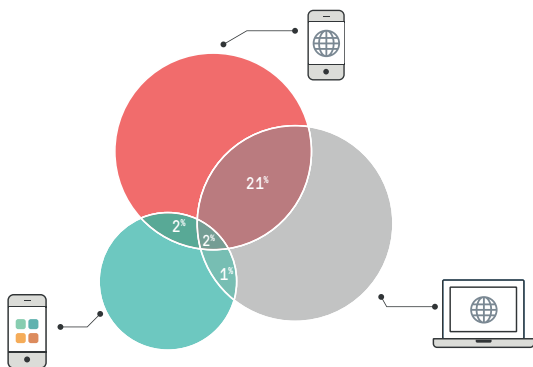
**Store Effect:** What was the impact on store visitation?

The campaign ran for 3 weeks across 6 leading DSPs (Demand Side Platforms) with a total of 23mn impressions (of which 46% was in desktop, 38% mobile web & 16% in-app).

Objective: maximize campaign reach, increase brand awareness, and drive footfall over the key trading periods.

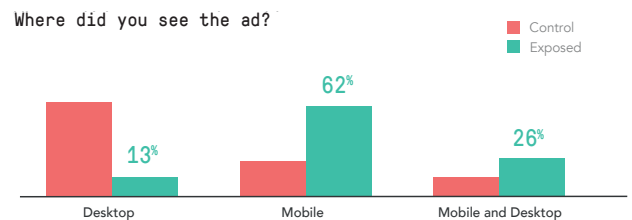
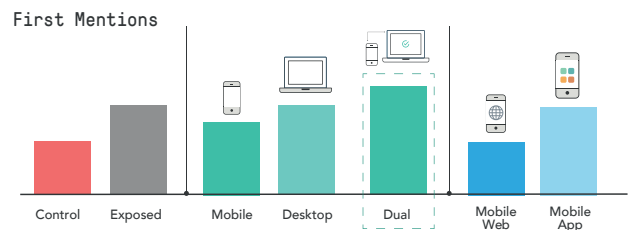
## Reach

- ▶ 7.2mn people saw the campaign on average 3.2 times.
- ▶ Mobile web advertising was the most efficient in driving unique reach.
- ▶ 1 in 5 saw the campaign across more than one device. 85% of the overlap was between desktop and mobile web



## Brand Impact

- ▶ Spontaneous first brand mentions were highest for those who had seen both the desktop and mobile campaign.
- ▶ Consumers were significantly more likely to recall seeing the ad on their mobile phone than desktop.

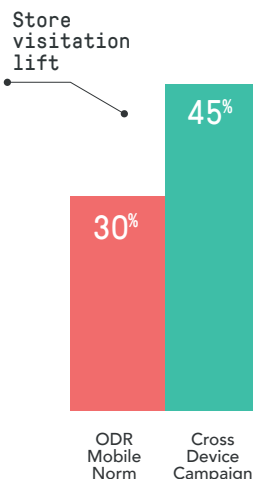


## Store Effect

The campaign was able to significantly increase store visitation levels by 45%.

This was 50% higher than the benchmark which shows how the cross-device campaigns can drive greater footfall overall.

Those that were exposed to the mobile In-App activity saw a x4 uplift in dwell times versus the overall campaign.



### About On Device Research

On Device Research uses mobile surveys to help brands and their agencies measure marketing effectiveness and understand consumer interactions.

### About Adbrain

Adbrain's breakthrough customer ID mapping platform enables marketers to target and measure an individual consumer across different devices, channels and platforms to deliver better marketing results.

Using Adbrain's technology, cross-device tactics can be launched for any organization with access to mobile web or mobile app visitors. Get in touch at [sales@adbrain.com](mailto:sales@adbrain.com)