

Case Study: Pokka Coffee

Background

Pokka Coffee Pre and Post OutSmart Pin allowed Pokka to identify the best sites based on their target audience mobility patterns. POIs were then charted to measure the store visit attribution of those who were exposed to the ad.

Results

The campaign garnered 11x more impressions than the average benchmark.



Impressions

1.4x

more than pre-report estimates



Conversion Index

2.0x



Format
- 6-sheet



Audience Profiling
- Frequent Supermarket Visitors
- Café and Lounge Visitors
- Office Area Visitors
- 18 - 34



Points-of-interest
(1km proximity)

- Grocery Stores
- Office Areas
- Café & Lounge

