

The New Era of Customer Engagement
No Apps, No Beacons, Easy.

Post-Campaign Engagement Data Report

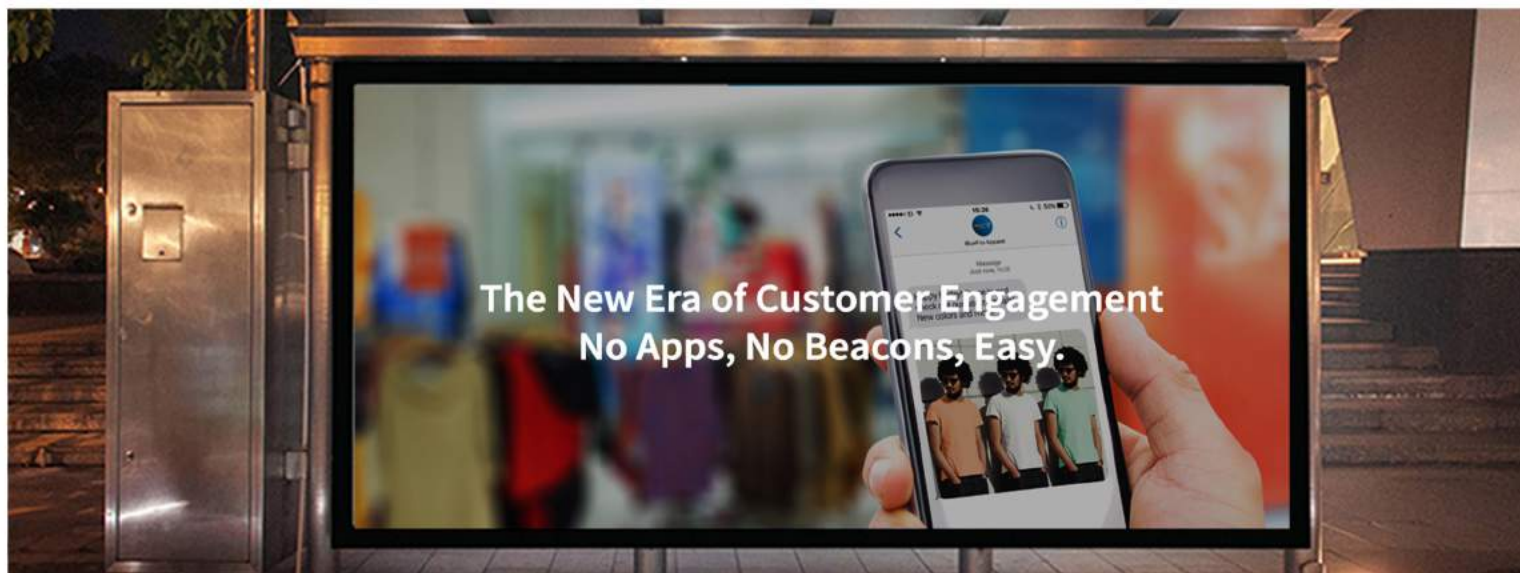
Campaign:
Engage2018

Advertiser:
Blue

Agency:
BMG

Campaign Period:
01/09/18 - 01/29/18
(21 days)

Campaign Performance



Media Analytics

At Bus Shelter



12,167,790
Total Impressions



1,829,529
Total Unique Traffic



6.6
Average Frequency



+65,863 people
in the store

3.6% Influenced by Campaign

- 91% did not visit after campaign exposure
- 9% visited after campaign exposure
- 5.4% would have visited the store anyway

Retail Analytics

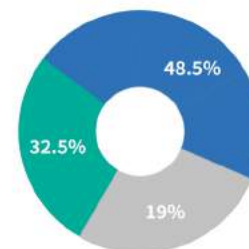
In Stores



202,766
Total Unique Store Traffic

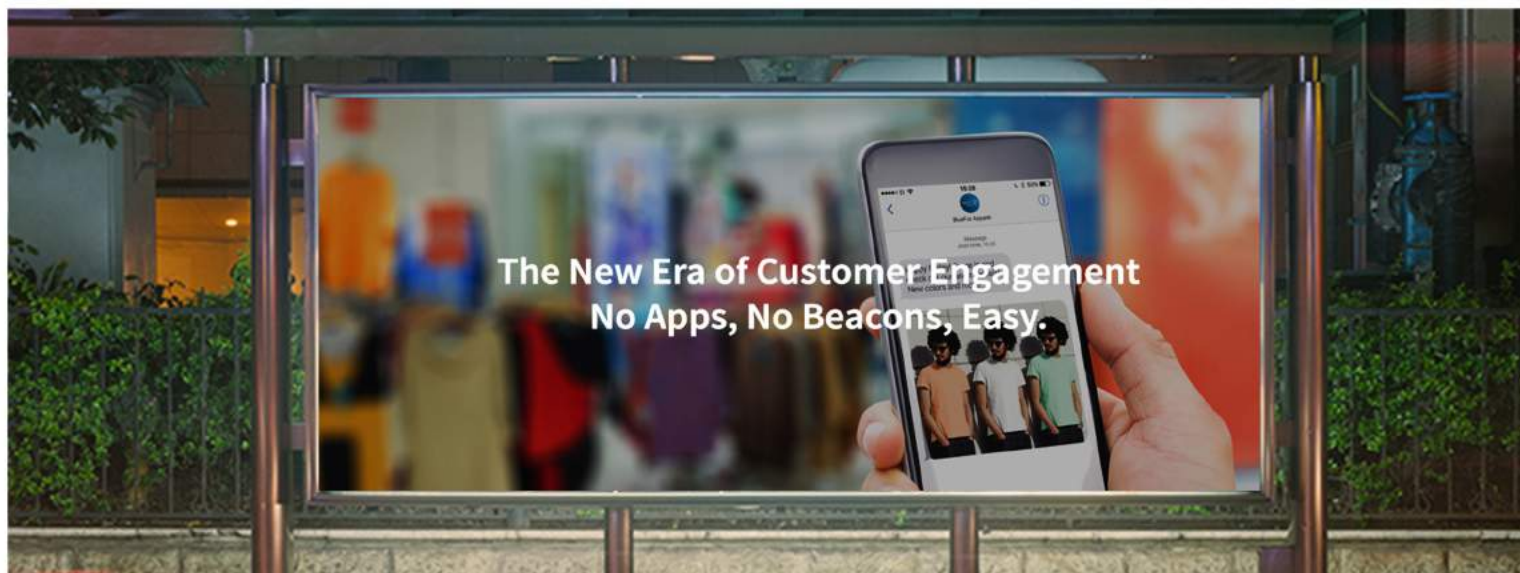
People inside the stores:

- Who saw the ad: 98,794
- Who did not see the ad: 38,109
- Who came because of the ad: 65,863



- 47.7% saw the ad and would have come anyway
- 32.5% saw the ad and visited because of the ad
- 19% did not see the ad

Engagement Performance



1,212
Coupons Sent



821
Coupons Fetched



67.7%
Fetch Rate

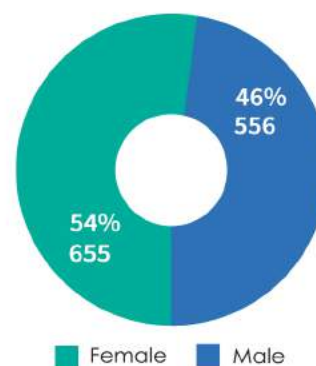
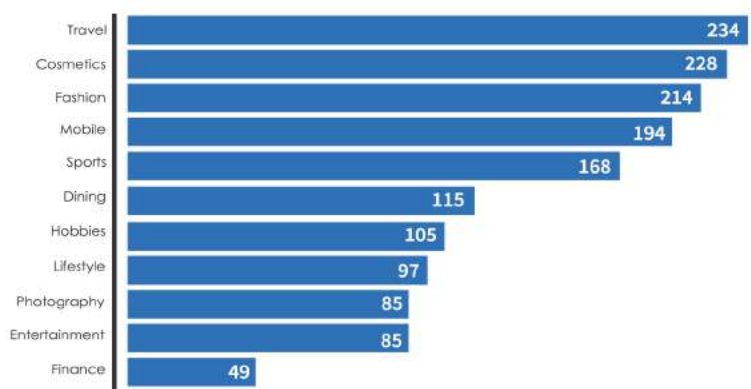


537
In-store SMS



65.4%
Coupon-to-Store Rate

Subscriber Distribution





No Apps, No Beacons
Customer Engagement Made Simple!