

# Driving footfall with mobile + DOOH: Subway

Subway was looking to deliver cross-channel marketing campaigns that drive a high return on investment. Their overarching strategy is built around promoting the different offers they have in market, which always ladders up into their main goal of increasing sales.

Dentsu Aegis, and their client Subway came to MiQ to help them create a better-connected programmatic solution that would drive more customers into their stores.

- ▶ **The key goals:** Drive customers into Subway locations, and get key audience insights that can be used for future campaign planning.
- ▶ **The challenge:** Subway needed to understand what routes customers were taking to get to their stores, so they could better plan their Digital-out-of-Home (DOOH) placements.
- ▶ **The opportunity:** By introducing our time & place programmatic solutions that connect mobile footfall data with OOH data, MiQ could provide insights into the journeys of Subway customers. We could also understand which OOH billboards were driving the most visitation.

GOALS



- ▶ We used mobile footfall data to discover audience insights for targeting before the campaign began.
  - *We discovered where their audience went before and after visiting a Subway location, and how often they visited a location.*
- ▶ MiQ targeted relevant audience segments on mobile, across multi-channel DSPs to drive them to the nearest Subway location.
- ▶ We layered on DOOH media exposure data during the campaign to provide Subway with insights into placement efficacy (i.e. which boards were driving the most in-store foot traffic), and the impact of different sized billboards.
  - *Subway was able to connect customer journey insights with DOOH exposure data to ensure customers are being influenced on their path to a Subway location.*

# SOLUTIONS



# 1.8x

We found that users were 1.8x more likely to enter a Subway location after being served an ad on their mobile device.

Subway was able to better understand their customers behaviors offline, and could measure the impact of their DOOH placements (i.e. which boards drove the most people into stores) - ultimately bridging the gap between traditional and online media.

**This was a new approach for the brand that showcased how DOOH and mobile advertising compliment one another by reaching people during the right time & place.**

# RESULTS

