

Equativ Helps Drive Shoppers In-Store with Geo-Personalized Creative at Scale

Campaign Goal

A popular US convenience store chain needed to drive in-store visits at scale by **activating 12,000+ locations** with personalized promotions while keeping production simple and efficient. So we built a scalable, **geo-personalized campaign** to deliver localized creatives efficiently and measure in-store visits.

Approach

01

Geo-Personalized Promotions: We activated 12,000+ locations dynamically with just 10 ad tags.

02

Dynamic Creative Across Formats: We delivered localized Display + Online Video campaigns seamlessly.

03

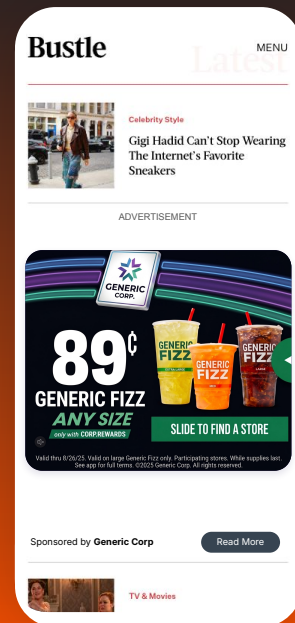
Scalable Efficiency: One streamlined setup enabled thousands of unique creatives without extra lift.

04

Measurement: We partnered with InMarket to run a foot traffic study measuring store visits.

12,000+ Localized Variations in Market

Disclaimer: The banners and branding displayed on this document are entirely fictitious. They are intended for demonstration purposes only and do not represent any real-world company, product, or service. Any resemblance to actual entities is purely coincidental.



Personalized by location, price point, and promotion

Campaign Impact

6.6M
Consumers Reached

+472K
Incremental Store Visits

12,000+
Store Locations Activated

Display Highlights

Display: Drove engagement with geo-personalized store promos, outperforming static units and boosting click intent.

Display Formats CTRs:

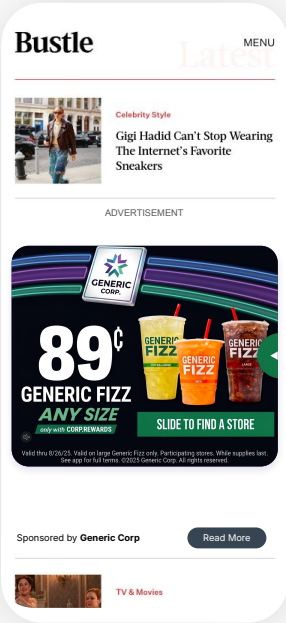
300x600:	6.23%
300x250:	0.16%
970x250:	0.15%

OLV Highlights

OLV: Delivered high message retention with location-based video, driving strong completion rates and store visits.





OLV Formats:

DCO Locator:	0.16% CTR / 87.6% VCR
Top Audience CTR:	0.34%
Top Tactic VCR:	88.8%



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Benefits of Partnering with Equativ

 <p>Premium delivery across top apps & sites</p>	 <p>Exceeded engagement and performance</p>	 <p>Cost-efficient scale across 12,000+ locations</p>	 <p>Dynamic creative to capture shopper attention</p>
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Incremental Lift

Top-performing audiences by lift:

Audience #1:	+42.8%
Audience #2:	+41.0%
Audience #3:	+36.3%

Top-performing creatives by lift:

Dynamic Display:	+37.4%
Store Locator:	+34.2%
Dynamic Video:	+33.6%