

The Role Of Digital Advertising In Driving In-Store Traffic

UNLOCKING OPPORTUNITIES FOR GROWTH



Overview

In today's digital landscape, where technology reigns supreme, consumers actively explore numerous brands online to evaluate, compare, and make informed purchasing decisions. Brands have revolutionized their online advertising strategies. Retail brand owners invest in digital ads with the aim of achieving success in terms of brand awareness, engagement, and customer conversion. To reach their goals, they extend their efforts to physical brick-and-mortar structures and diversify their customer base. However, a common challenge they encounter is establishing synergy between their digital initiatives and in-store traffic.

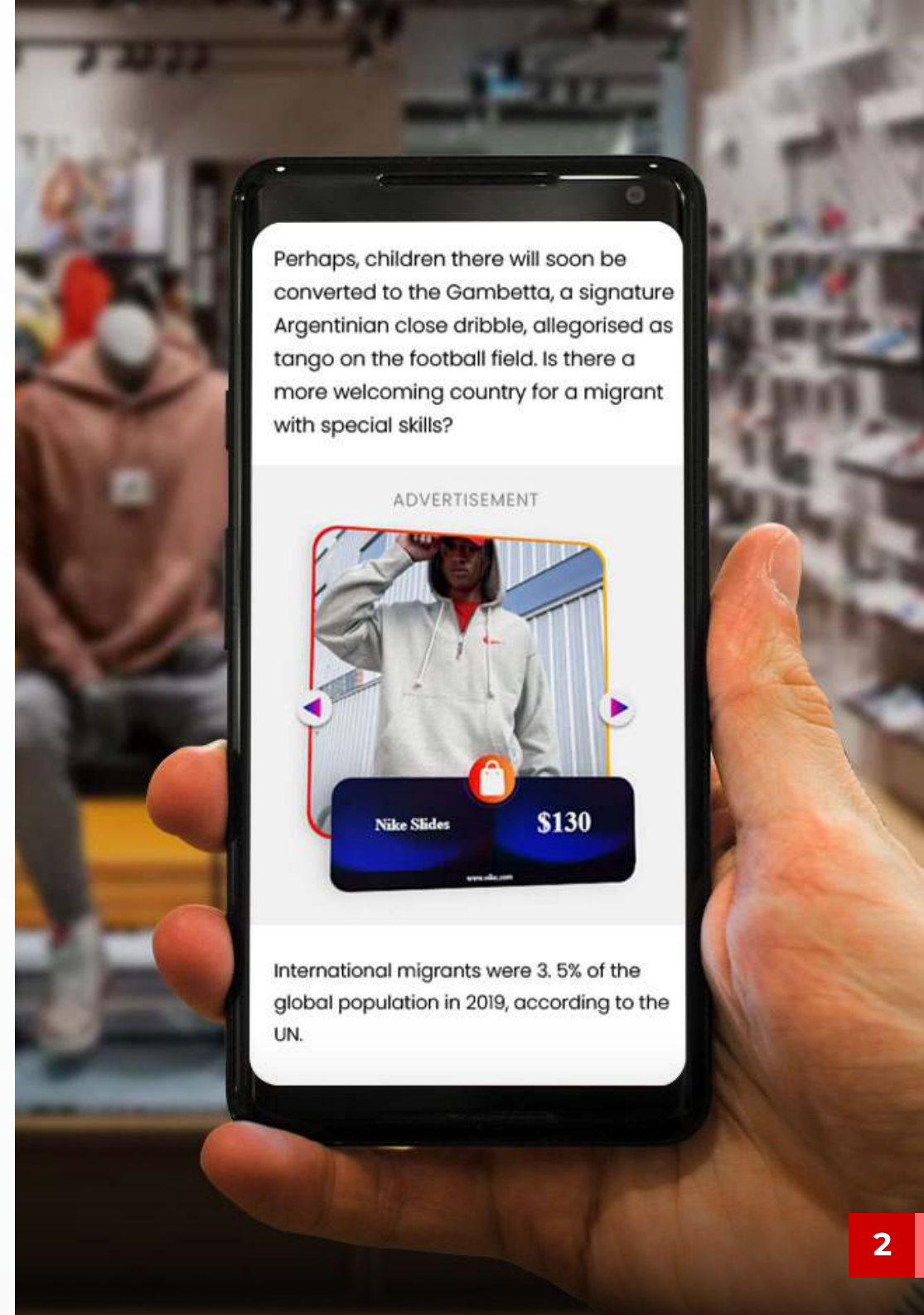


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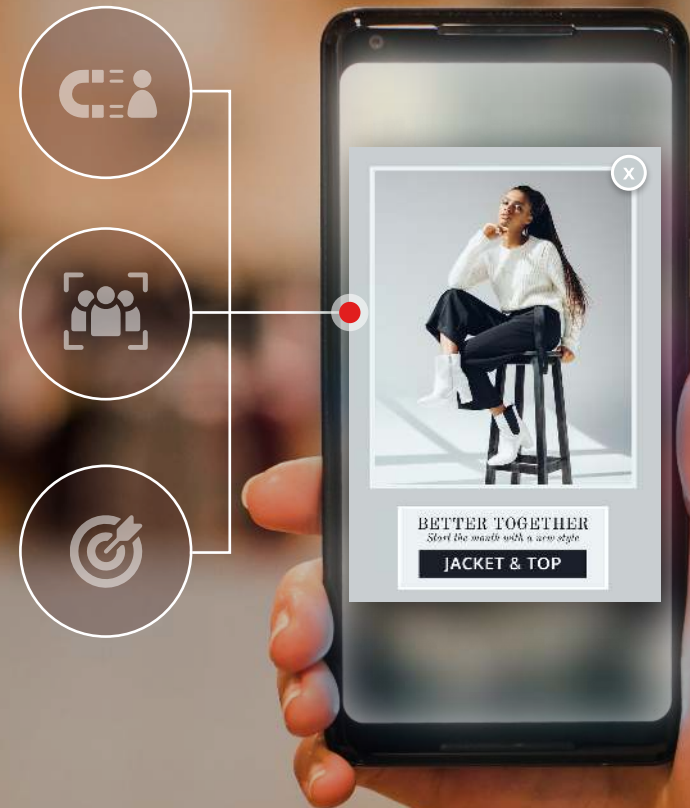
Aligning Digital Ads With Brick And Mortar

In brick-and-mortar cases, a successful digital campaign is one that effectively reaches the target audience, engages them, and ultimately drives in-store conversions. However, to achieve this result, advertisers need to realize the power of in-store shopping, and then use a combination of strategic planning, creative content, and targeted digital marketing tactics to ensure augmented sales. They also need to focus on developing a strong sense of the shopping trends among consumers in the hybrid environment to outperform their competitors.

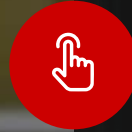
The Best Way To Start Their Journey Of Brick And Mortar Is By Embracing Technology And Tapping Into The Power Of Digital Ads.

Digital Ads Increase Brand

Awareness By 80%



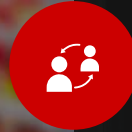
Why Does In-Store Matter?



Sensory Experience



Instant Gratification



Social Interaction



Exploration and Discovery



Personalized Assistance



Returns and Exchanges



Trust and Security

82%



of consumer buying decisions are made in-store.

62%



of shoppers make impulse purchases while shopping.

77%



of in-store purchases are influenced by digital advertising.

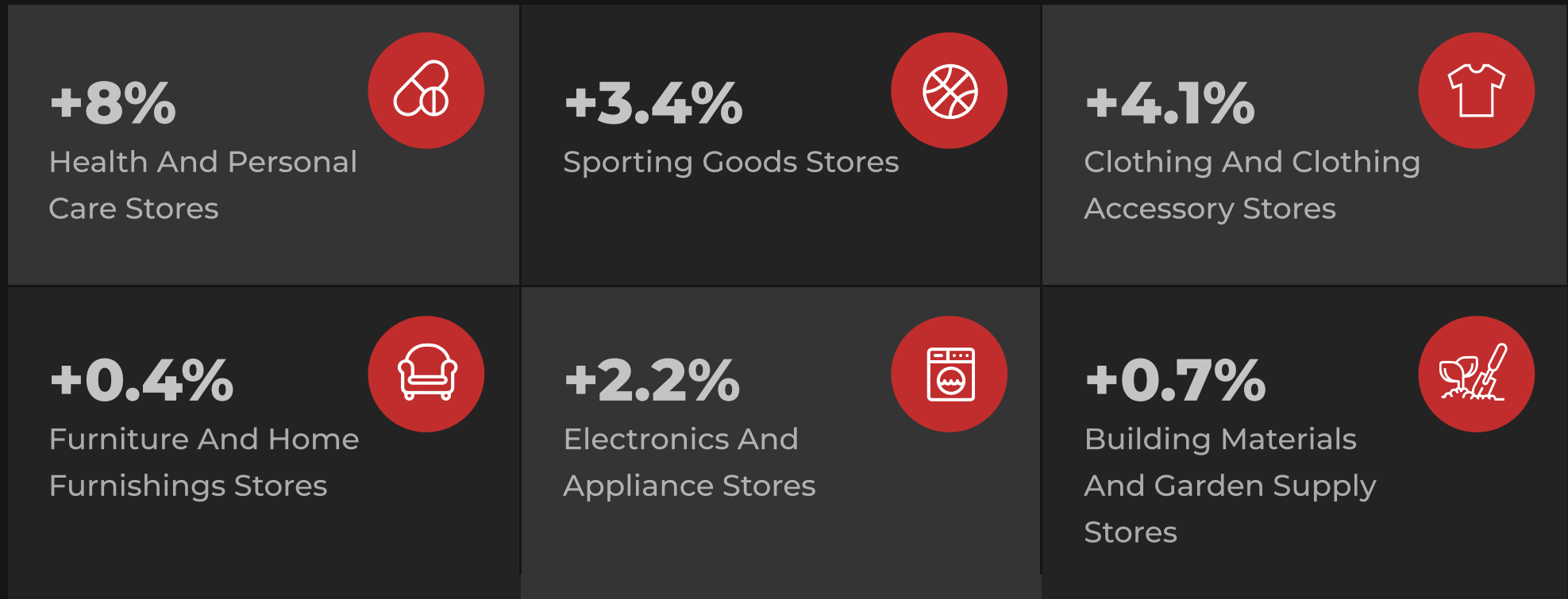
By seamlessly integrating in-store shopping with digital advertising, retailers can achieve profound outcomes. This merger enables retail marketers to deliver personalized messages to the **right audience at the right time**. Leveraging digital activations entices viewers to visit physical stores, influencing their buying decisions. This strategy also accurately measures footfall attribution, leading to **enhanced ROI and conversions**. Overall, its a winning tactic for success.

The more brands can connect online and offline, the better the customer experience. And that ultimately gives retailers and main-street brands a chance to survive and thrive going forward.

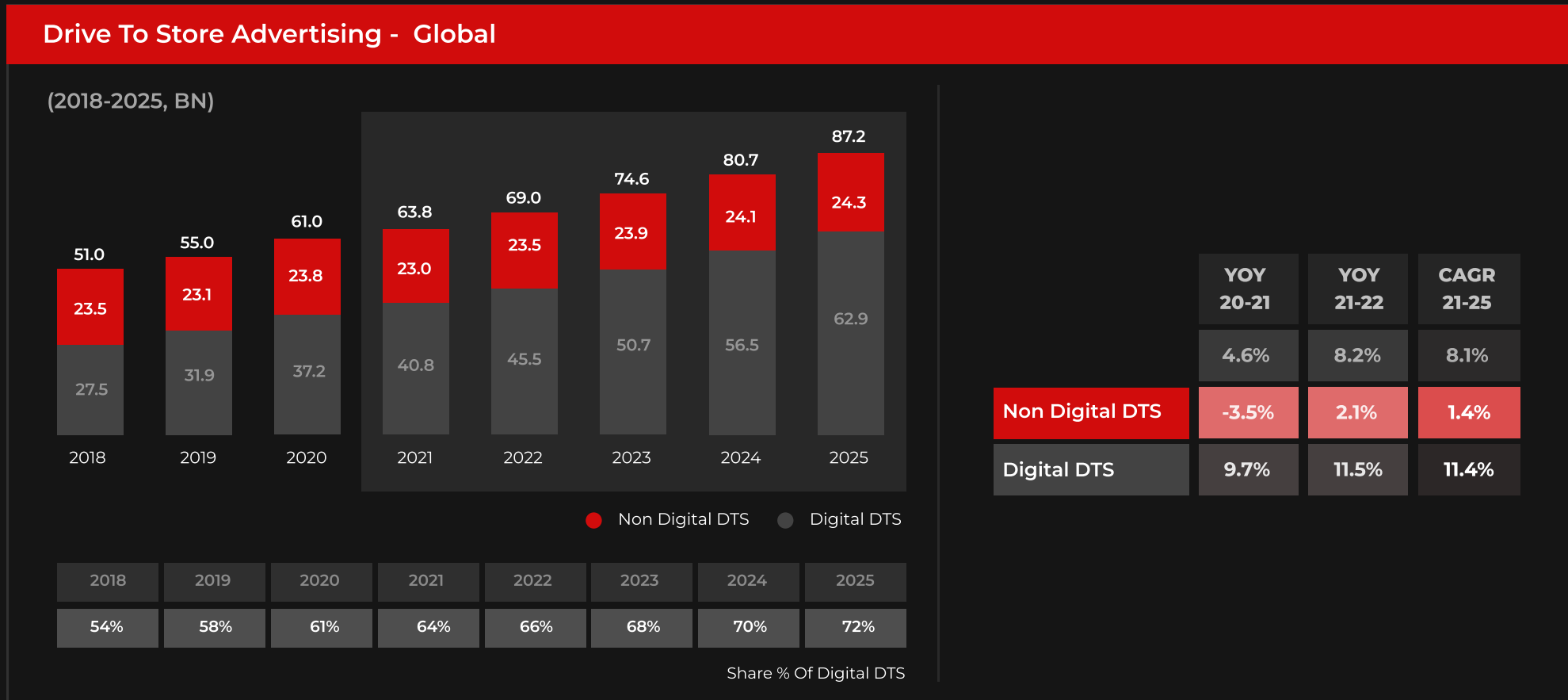


Trends & Predictions

- The National Retail Federation NRF forecasts 4-6% growth in retail sales, reaching \$5.13-5.23 trillion in 2023, fueled by digital transformation. Recent sales data indicates consumers are shopping across different store types:



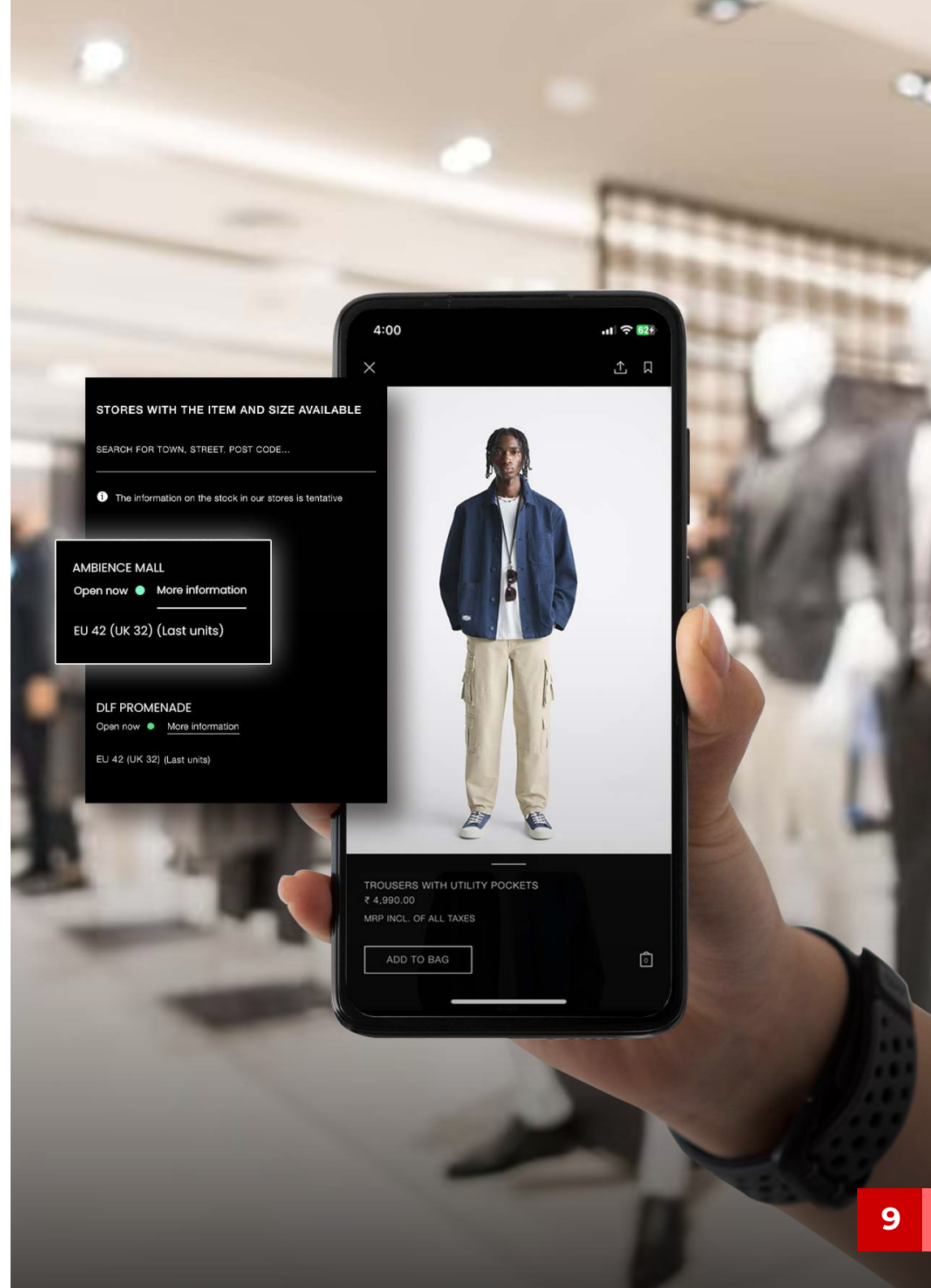
- At a global level, the expected growth of Drive To Store Advertising shows a growth rate of +8.1% (CAGR '21 -'25) with Digital Drive to Store Advertising showing even higher CAGR '21-'25.



What Can Brands Do?

As everything becomes digital and data-driven, embracing the new normal is the ultimate move. Creating synergy between online and offline using the latest advertising technologies is an effective way to enhance consumer flexibility, and increase brand awareness and engagement.

This strategic approach not only enhances brand performance but also offers an opportunity to reach wider audiences by using location-based data. This way, brands can tell if their audiences have taken action by going to a business because they can link this action to a real sale.





The Purpose Of Retail Is Evolving

Instead of being the ultimate destination, storefronts are now just one of several stops on a customer's journey.



In-Store Experiences Are Trending

Competition is ramping up, so brands need to captivate customers with one-of-a-kind, immersive interactions.



Embrace The New Normal

Before, customers went to brands. Today, brands must go where their customers are. Brands would be wise to start adopting this behavior now to increase retail foot traffic.

A Huge Opportunity Awaits

The commerce and technology landscape is in perpetual motion. Brands need to respond in real time just to stay relevant.

Powered by AI, **VDO.AI's** premium inventory, data-driven approach proprietary sell side networks, and exclusive ad formats can help brands boost their presence and witness high in store traffic.



more average online traffic the quarter after opening a new physical store



of consumers shop in stores to enjoy the experience



of consumers interact with products in stores before buying

Deliver Your Messages Innovatively Through VDO.AI Store

Tie your activation to driving store traffic with **VDO.AI STORE** which can enable attribution of your activation to retail foot traffic and find the synergy between digital initiatives and their impact on brick and mortar.

We marry your perfect audience segments, with an all screens approach and our cross-channel analytics attribution tech stack to provide offline intelligence and store visitation metrics, making it easier to measure the direct impact your digital tactics contribute to driving foot traffic and sales.

Powered by -



BENEFITS



Don't just rely on panels but
real mobile 1:1 traffic

Deliver retail metrics you are looking for
and hold each media tactic against ROAS.



Use Credit Card target to prove
out the purchase

How VDO.AI Store Works?

Advertiser **creating awareness** among viewers via engaging and innovative ads across all channels and platforms



Piquing consumers' interest to check out the website and explore the products, leading to **more connectivity and engagement** with the brand.



Customers taking the final step to visit the store offline to check the look and feel of the product and **making the purchasing decision.**



Footfall Attribution Benchmarks

As an advertiser, you must want to know the success of your campaigns running across multi-channels whether they are bringing higher sales and ROAS, or need to be further optimized. To get that sense of performance and highest in-store traffic, we define the right set of KPIs to get actionable insights for every campaign to map out differences and perform better.



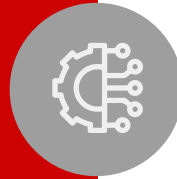
Uplift

The percentage difference in visitors in the exposed group compared to those in the control group.



Incrementality

The proportion of total visits that are incremental (as opposed to organic).



Sales Data

Direct purchases made based on CC data



Cost Per Incremental Visit

Total budget spent divided by the number of incremental visits.



Visit Rate

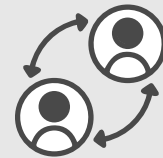
The percentage of consumers exposed to the campaign who visited the store out of all the exposed consumers.



Generates Higher ROI

A special full-stack **ROI-driven strategy** is created by VDO.AI by boosting advertisers' branding and traffic metrics holistically.

What Makes It A Good Strategy For Brands?



Augments Engagement

With the use of highly interactive video units and the proper optimization techniques, our advanced AI adapts to changing market conditions in real-time to **engage users more** than before.



Boosts Performance

VDO.AI use intent, behavioral, and transactional data for **insights-driven audience marketing**, thereby helping you get desirable results.

Interactive Display

Provides A Blend Of Form And Function For Immersive Experiences

This interactive ad remains static until activated, delivering an engaging experience by expanding to reveal a range of enticing options to explore. Through immersive multimedia content, brands can directly connect with their ideal consumers, bringing the experience to life.

One of the most fascinating traditions is the gathering of seven types of wildflowers, known as Septem Flores.

ADVERTISEMENT

The advertisement is displayed on a smartphone screen. It features a video of a woman in a kitchen with Tide laundry detergent products. Below the video is a navigation bar with the text "CHOOSE AN OPTION FROM BELOW" and four icons representing different Tide products: Ultra Pods, Simply Plus, Simply Pods, and Zero Soft.

Close Ad

CHOOSE AN OPTION FROM BELOW

ULTRA PODS SIMPLY PLUS SIMPLY PODS ZERO SOFT

CTV Ads

Resonate With The Viewers To Skyrocket ROI

This high-impact ad solution provides engaging linear-like scale digital experiences with QR Code wrappers and scale layering IP-enabled data sets to help brands better connect with the audience and improve their offline footfall metrics.



3D Impact

Offers Immersive Digital Experiences

Our 3D impact is a comprehensive game changer in the field of advertising. It provides immersive experiences that are touch- and scroll-responsive. You can increase ROI, quadruple brand recall, and have a memorable effect on the viewers with our multi-message delivery capabilities and unique animations.



3D Wobble

*Delivers Engaging
Messages Across Screens*

This UX Powerhouse ensures the delivery of useful information in the most innovative way possible. With a unique twist to the ads, this ad format transcends the norms of conventional advertising to generate more conversions.

Interestingly, Hyundai has stuck to a conventional 3-pedal manual with this engine, while Kia has ditched the manual for the iMT. Both brands say their choice is based on customer preference.

ADVERTISEMENT



Carousel Shoppable Unit

Streamlines Marketing Efforts

This ad unit enhances the user experience by appearing as a deck within a conversational flow and allowing users to select their preferred product catalog.

Hyundai says complaints of the 2.0 MPI's poor fuel economy is another reason they moved to the 1.5 Turbo, so its poor showing here is a little disappointing.



Hey there! We hope you are having a lovely day!

Audi offers a range of premium cars. Let's hop in and find the best car for you.

Etron GT



e-tron GT quattro

About VDO.AI

VDO. AI is a global pioneer in the field of advertising technology, offering smart businesses effective strategies to win the battle for consumer attention. Our products provide unmatched monetization management options for OTT and CTV apps. By blending innovation, reach, and targeting across platforms, we offer one-stop solutions to help brands achieve their goals.

Make the best use of VDO.AI services backed by strong AI and creative formats to boost brand reach and awareness while ensuring maximum ROI.

To Learn More

Contact Us Today At

✉ hello@vdo.ai | 🌐 visit www.vdo.ai

Sources

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