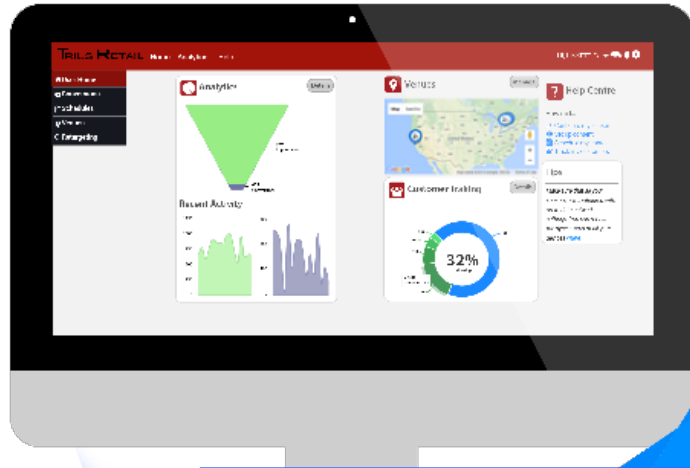


Industry Case Study

Anheuser-Busch **DOOH Partner, LINKETT**
& Trius



+ 400%
*increase in campaign's
conversion ratio!*



Campaign Objective:

Trius (DOOH network in mall & retail locations) offered Anheuser Busch advertisers & media gencies direct access to shoppers across the US, & looked for a real-time analytics solution to remain competitive with online and mobile advertising networks.

Proposed Solution:

Implement a real-time analytics system to help advertising clients understand what content, locations, and time slots yielded best results and optimize their campaign accordingly. LINKETT WiFi sensors were placed behind digital screens in order to collect impressions, dwell times, engagements and conversions passively from smartphones in vicinity--and upload-ed to a white-labeled Trius dashboard in real-time.

Results:

By optimizing Anheuser Busch's campaign based on LINKETT's analytics solution...

- 5 different campaigns ran at 4 different venues, and thanks to the data collected, it was determined that the "Stella" content was performing the best, and in venues located in suburban areas.
- Trius optimized their playlist by playing the Stella ads, in Suburban stores, from 3pm-8pm.
- This enabled the Anheuser Busch brand to more effectively A/B test, and consistently run the best ads increasing the likelihood of more investment in the Digital Out of Home space.
- Trius increased the campaign's impression to conversion ratio by 400%!
- The campaign went from having an average impression to conversion ratio of 0.2, to 0.8!
- LINKETT's analytics platform enabled Trius to measure, improve, and report advertising performance to stay competitive in the market and win future advertising campaigns!