

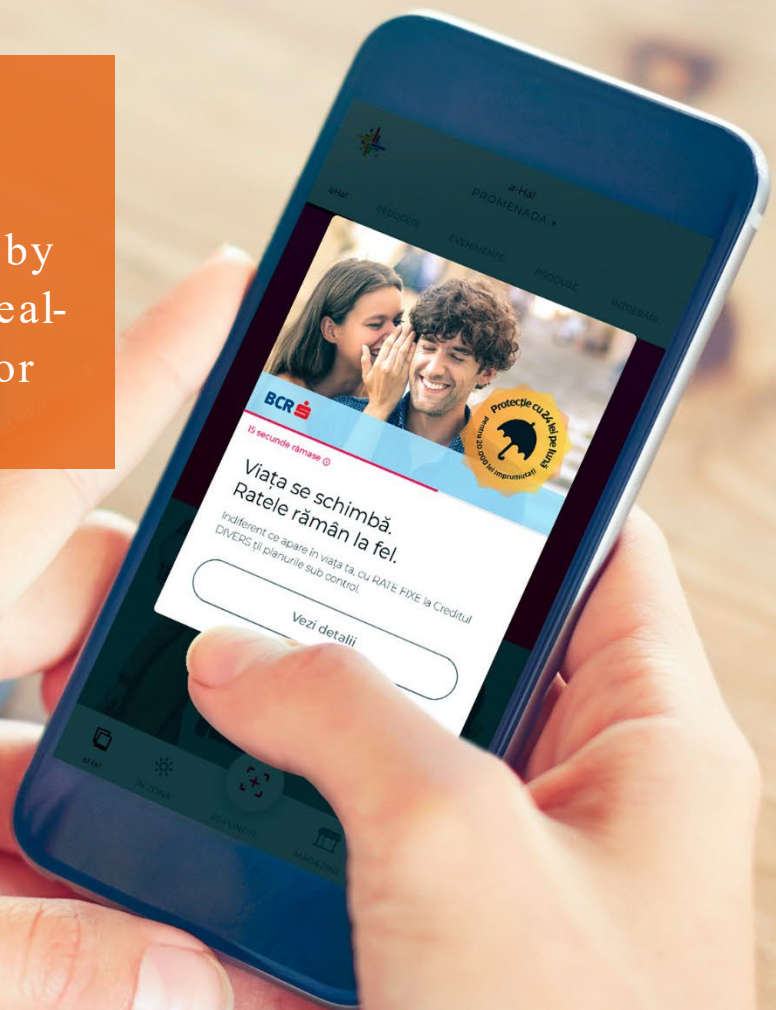


FOOTPRINTS FOR RETAIL

Next generation Mobile Advertising driven by Indoor Location Intelligence

CASE STUDY

BCR cuts Cost per Lead by
32% with ads targeting real-
world shopping behavior





BCR (Erste) is the most important financial group in Romania, including companies on the leasing, private pension and housing bank markets. BCR is the most valuable financial brand in Romania, according to level of customer trust and number of clients who mainly bank with BCR.

BCR is the no. 1 bank in Romania on the cards and banking transactions market.

THE GOALS

- fundamentally reshaping consumer expectations by launching a new range of credit products that are meant to help Romanians improve their Quality of Life
- shifting the typical financial approach toward useful and entertaining customer experience, since their target audience was people in urban areas, actively interested to improve their life style
- incorporating value-added elements to identify & reach audiences in particular life stages when spending for quality products and experiences mean an improve in their socio-economic status

CHANNELS



WEB



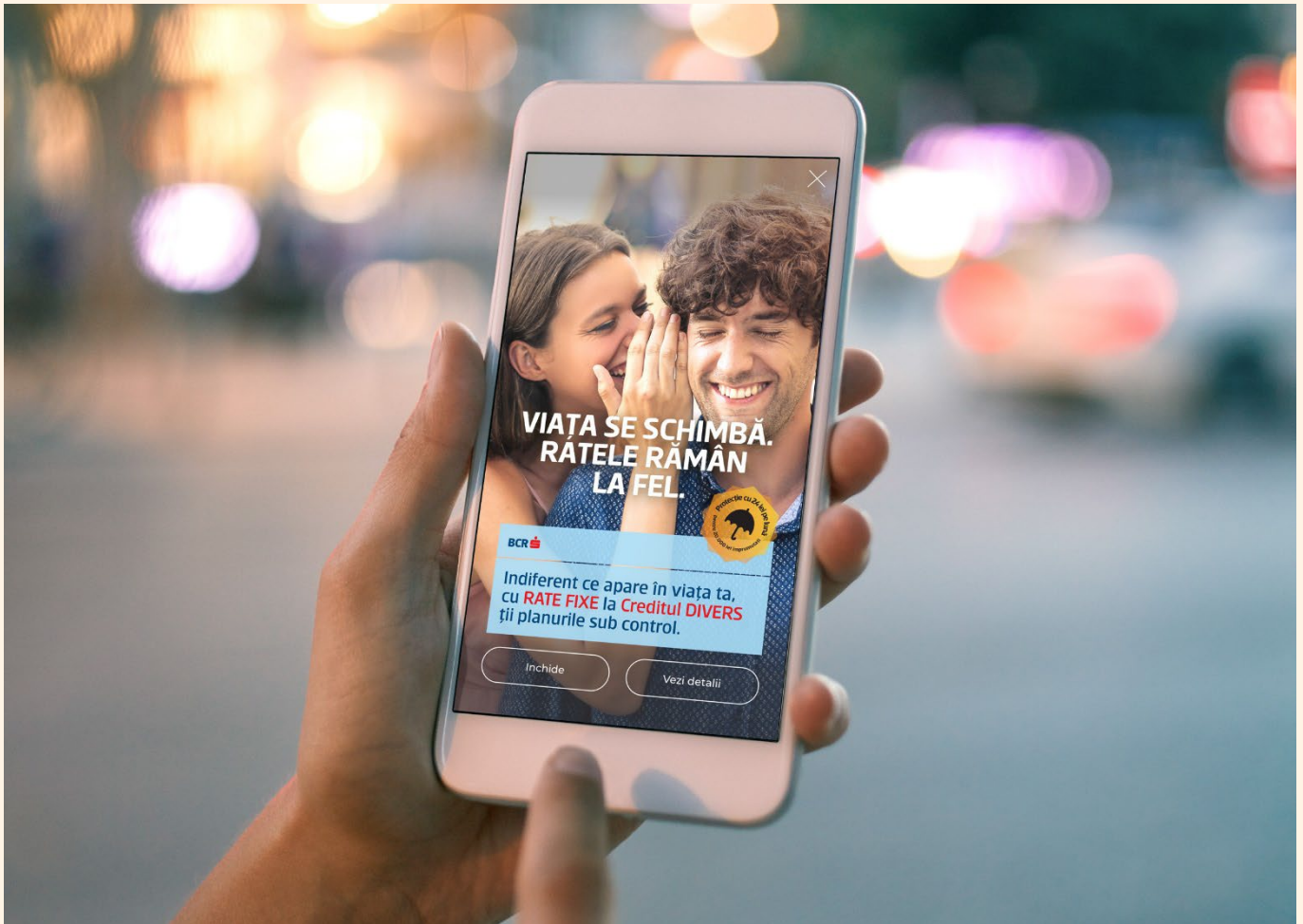
MOBILE DEVICES



MOBILE APPS



FOOTPRINTS FOR RETAIL



THE APPROACH

- BCR approached Footprints for Retail as the main suppliers in Romania for offline retail shopping behavior data which can be acted upon through advertising
- Footprints for Retail is the Romanian intelligence software that empowers retail innovators to reach their customers where it matters understanding a shopper's micro-moments and also helping them achieve the i-want-to-buy-moment in their purchase decision by collecting and interpreting behavioral data
- Footprints for Retail collects and analyses data from 60% of all mobile devices that are owned by active shoppers in Romania
- Footprints for Retail can use this data to create real-world shopping behavior segments & use them for multi-channel advertising with a focus on mobile advertising & omnichannel customer journey targeting



THE USE OF KNOW-HOW

The target audience consisted of people in urban areas, with a medium to high life style so our mindset was to first observe and only then apply the strategic prowess. We began looking for life style and life stage segments by using tracking data from all shopping malls we are active in. This was the moment we began to understand our customers by asking the tough questions and applying our Machine Learning to specific clusters of people sharing common characteristics based on their Affinity Score (>60%) towards various shopping brands and activities.

This new setup gave us the ability to understand what kind of products & services are most relevant for the key life stages of interest for BCR. These high-level behavior audiences were then used as a starting point for shaping lookalike audiences to be found on all channels we had access to: web; mobile devices; apps; digital OOH; Facebook Ads; Google AdWords; emails.

Enabling our programmatic capabilities we started targeting specific audiences based on their behavior on the right channel at the right time in their customer journey (at home, at work, inside shopping malls), adding on a solid physical context and at the same time the core component of our campaign.

"It is a huge advantage to sit down from the beginning with the brains behind such an innovative shopping data profiling solution and to setup the very first ad campaign to get our message to precisely those people that we know they really need it based in their brick & mortar shopping habits. This is in line with our long term purpose, where we look to improve the overall Quality of Life of the Romanian population with very relevant products. This is why Footprints for Retail is a true strategic partner for us where their solution is at the core of our actionable knowledge"



Ionut Stanimir, Director of Marketing & Communications, BCR

THE RESULTS

- **COST EFFICIENCY:** we obtained a **32% SAVING** on the Cost per Marketing Qualified Leads
- **INCREASED REACH:** we reached approx. **44% OF ALL URBAN** mature active shopping population
- **HIGHER RELEVANCY:** we obtained an average **AFFINITY SCORE OF 78%** across all channels which meant a **CLICK-THROUGH RATE OF 0.77%** (versus 0.4% benchmark value)

On top of all these results, BCR obtained **data enrichment** to **further improve their audience insights** for next planning. They now have better insights for the multi-channel, multi-device consumer journey for a better understanding of how to link their future products and campaigns to real-world shopping behaviors.