



The Age of PROOF - Drive to Store

Measuring Real Store Impact from Digital Media

By DPG Media Advertising





The Problem: The "Attribution Crisis"

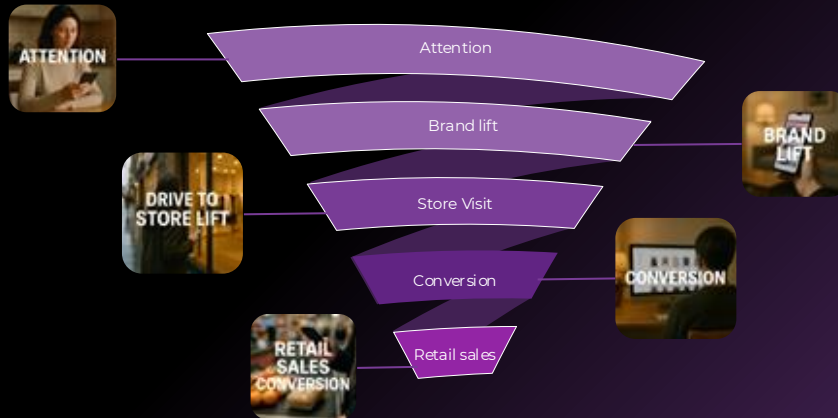


In a fragmented media landscape, measuring the offline impact (store visits) of digital campaigns remained a "blind spot" in the Belgian market.



The Mission: Providing a transparent, scientific, local and radically simple outcome-based measurement.

Evolving from "trust me" to "let me show you"





The Methodology: combining media and location data to create an exposed and control group

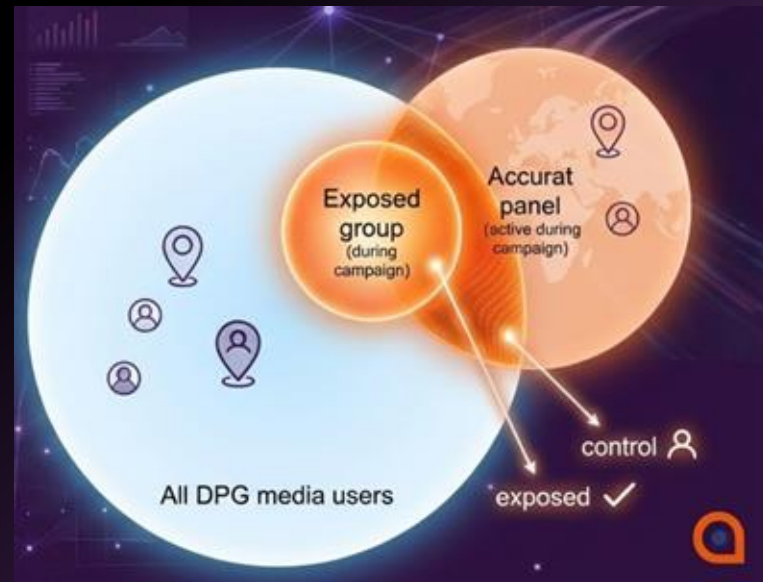
A collaboration of DPG Media and Accurat (GPS data experts)

Accurat data



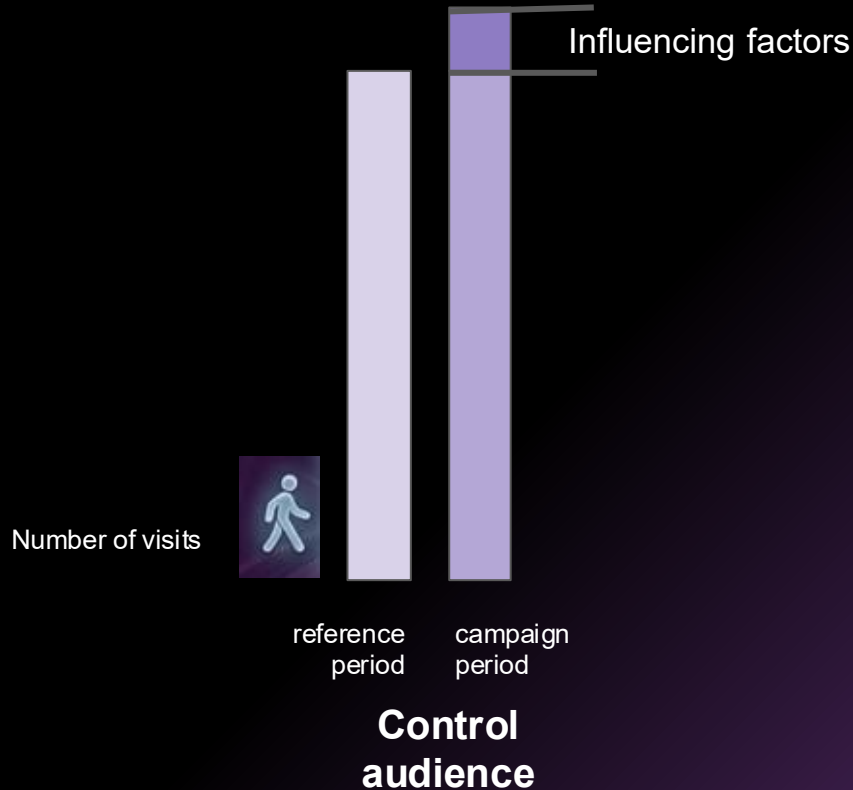
accurat

...fueled with DPG Media campaign data



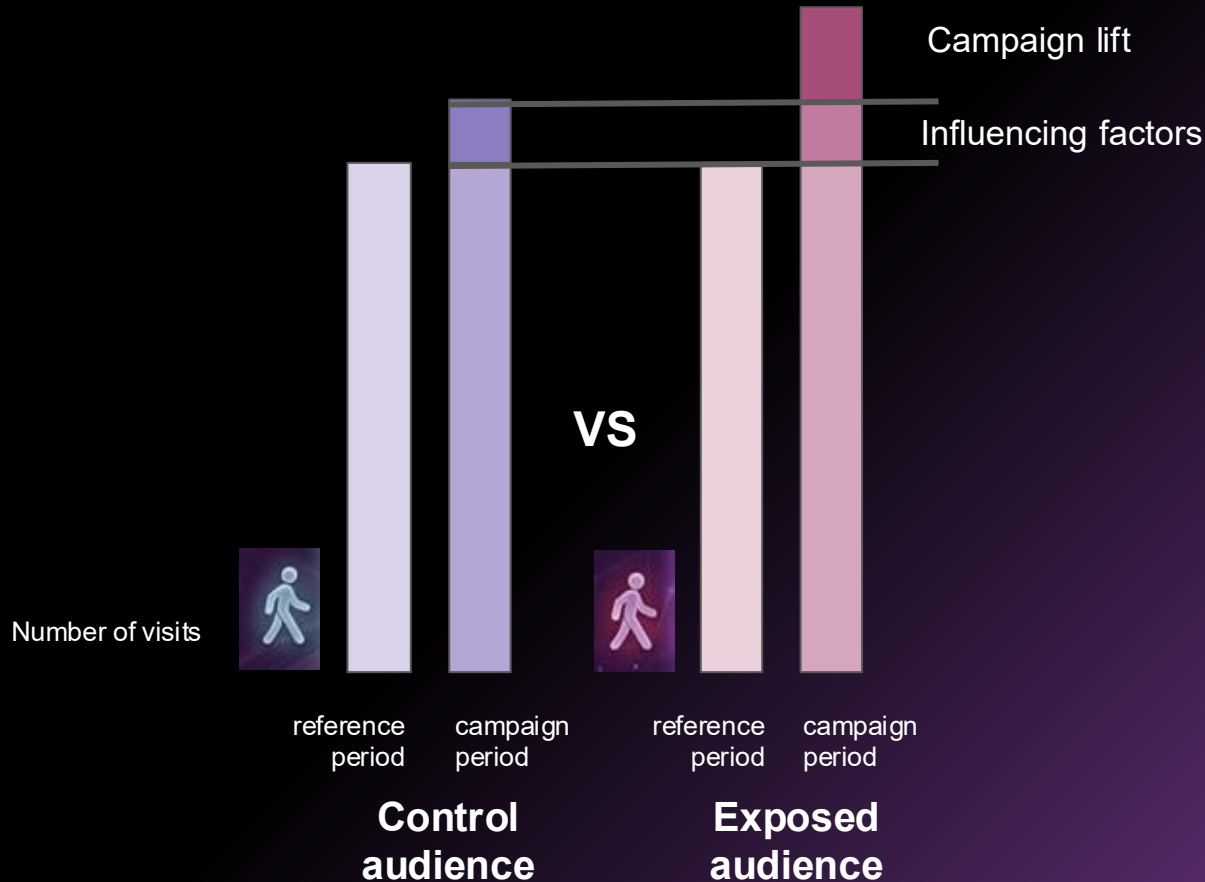


The Methodology: creating a strict baseline to isolate campaign lift





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Scale: eligible advertiser types



Large physical presence

Store visit barrier not too high

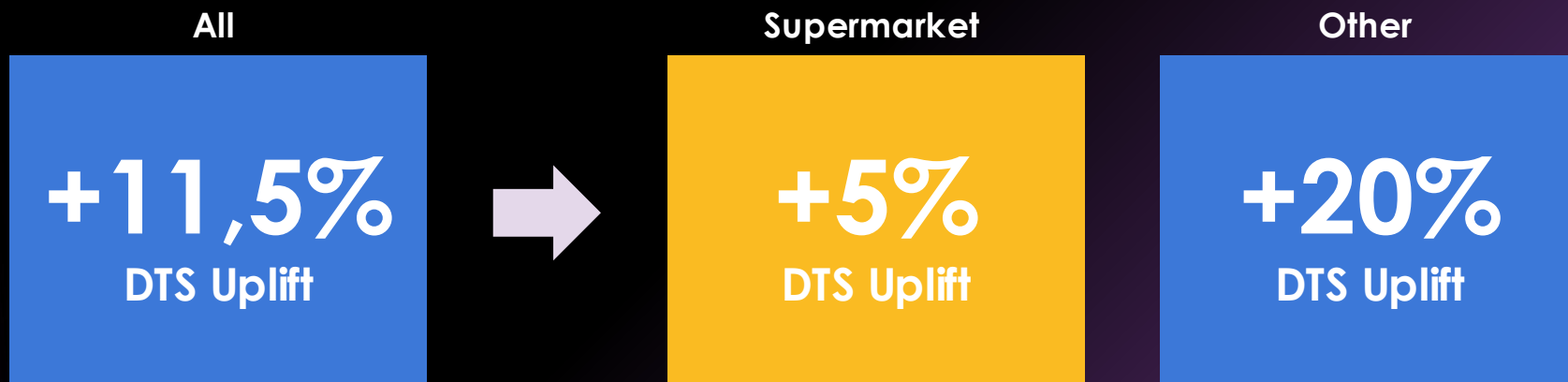
**Supermarkets, electronics stores,
gas stations, clothing stores, DIY
stores,...**



Scale: The Power of 150+ Campaigns

Not just a one-off: This isn't a single case study; it's a benchmark database

Average Drive To Store Uplift for DPG Media Campaigns

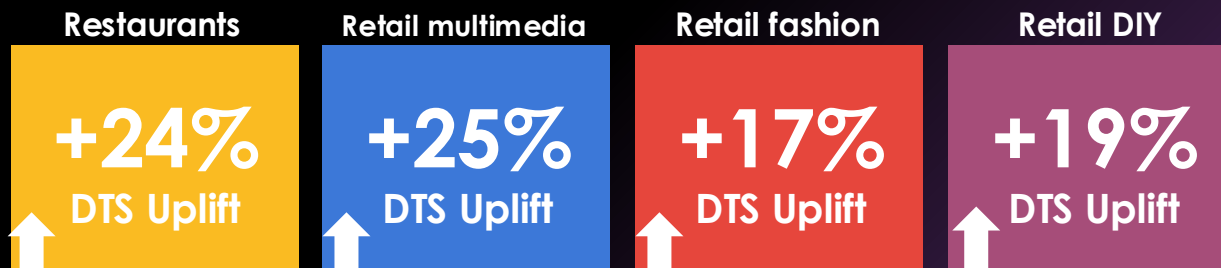




Scale: The Power of 150+ Campaigns

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Average Drive To Store Uplift for Sectors*

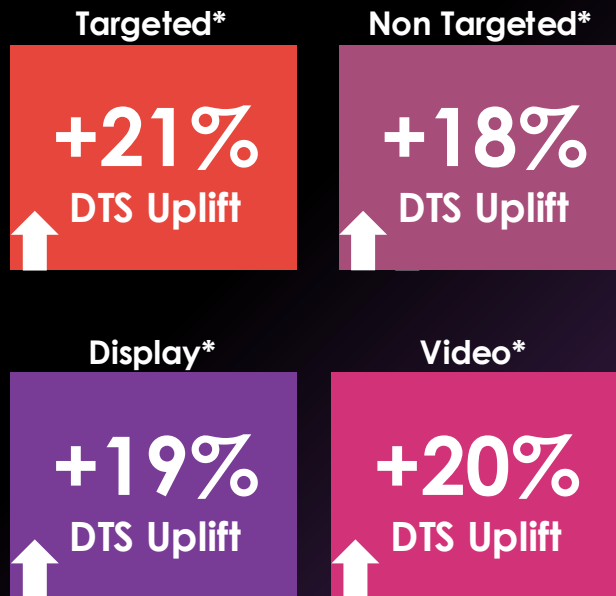




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Other Drive To Store Uplift Insights





Client Case: McDonald's

Driving traffic and performance with Connected TV



McDonalds was able to make Connected TV **measurable** in the lower funnel and drove **real traffic to their restaurants** with the first screen campaign



CTV Impact

+21%
DTS Uplift



Drive to AMMA



**Innovative approach: linking
online campaigns to offline
impact**

Methodological robustness

**Transparency through
communication**