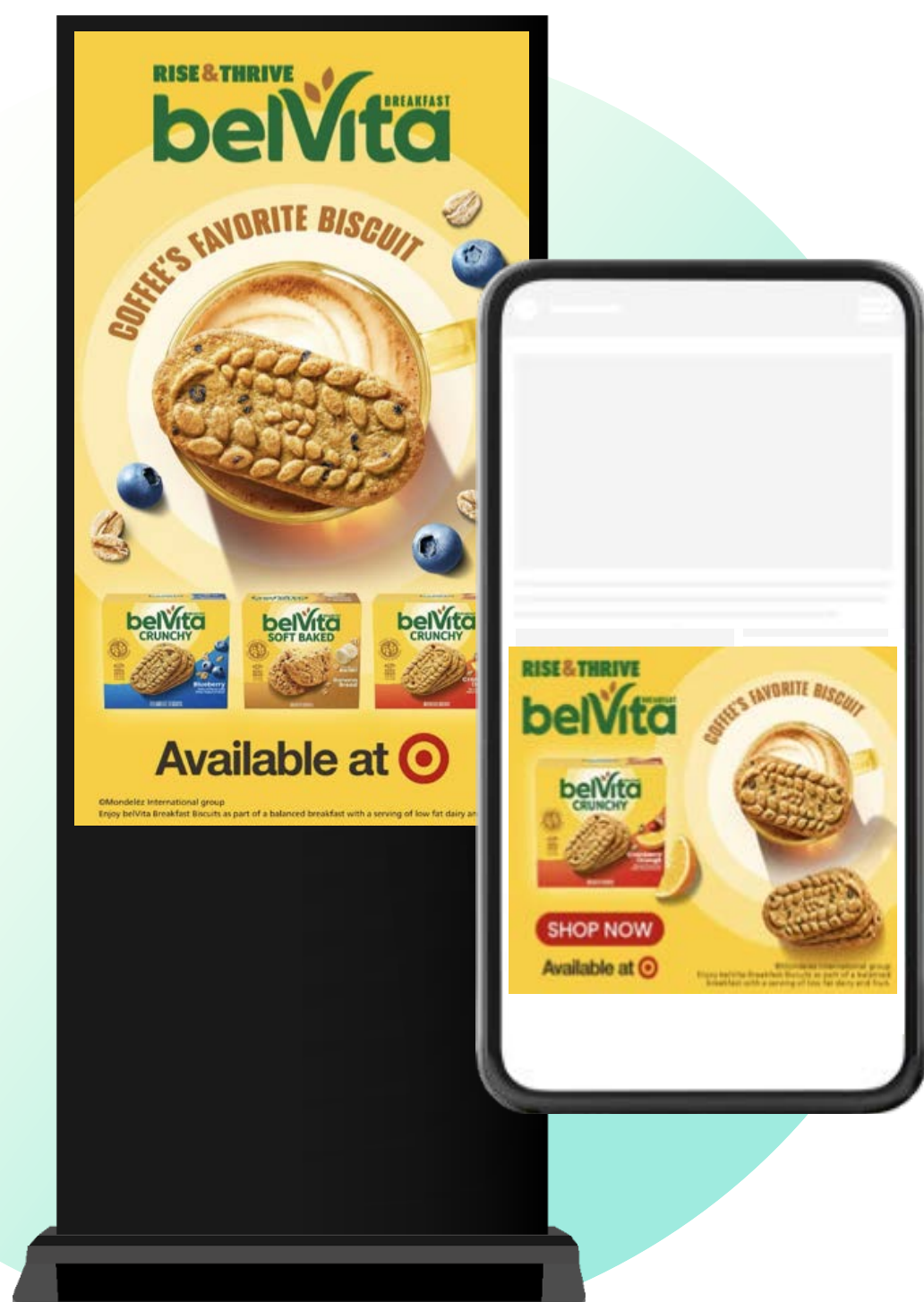


belVita sees **3.44%** Visitation Rate and **221k** In-Store Visits Through Combining GroundTruth Mobile and Digital Out-of-Home Media

Overview

belVita, a trusted brand known for its range of breakfast biscuits that deliver sustained energy throughout the morning, teamed up with GroundTruth to amplify awareness of their product offerings available at Target and drive them to stores, in celebration of National Coffee Day.



Over the course of a one-month campaign, a strategic blend of Mobile and Digital out-of-Home (DOOH) advertising effectively reached key target audiences, driving more than **221k** visits to select Target stores.

The campaign utilized Click2Cart ads on mobile devices which enabled consumers to easily add belVita items to their online carts, resulting in over \$476k worth of carted products.

Let's dive into the strategies and tactics used in the omnichannel campaign to drive visits, sales, and awareness for belVita.

belVita's Targeting Approach Based on Real-World Behaviors

To drive sales at Target for National Coffee Day, belVita launched a dynamic Mobile and Digital Out-of-Home campaign with multiple creative ad variations.

Consumers could click the ads on Mobile devices to directly purchase belVita products via Target’s site. The targeting strategy combined location-based, behavioral, and purchase intent data to reach the right audience at the right moment.

High-indexing optimizations were also used to refine the campaign in real-time, boosting overall awareness and driving measurable business results, including increased foot traffic and sales.



Location-Based Audiences

Reached consumers with proven visitation patterns to specified Target locations.



Purchase-Based Audiences

Included Coffee Purchasers, belVita Brand Purchasers, and Target App Users.



On-Premise

Captured shoppers' attention during moments of purchase intent as they were inside of a Target or coffee shop, on lot, or in the retail area.



Neighborhoods

Reached shoppers in areas surrounding Target stores that showed high visitation frequency.



Custom Behavioral Audiences

Delivered tailored advertisements to drive awareness among audiences such as Commuters, Gym Goers, and Coffee Shop Visitors.



Retargeting

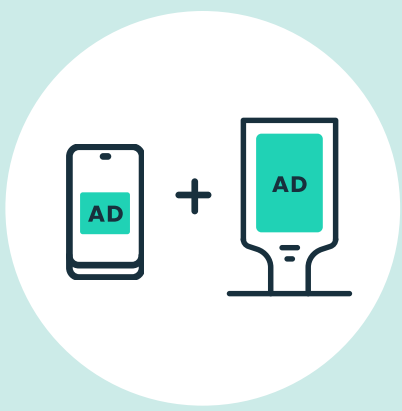
Spoke to shoppers who have engaged with recent Target and belVita campaigns to build loyalty and recognition.



We were extremely thrilled with the results we saw pairing GroundTruth’s mobile and digital out-of-home tactics. Their team made it easy to hone in on exactly which coffee shops Target shoppers tend to visit, driving home the pairing of belVita with coffee for our National Coffee Day campaign. It’s great to see both add-to-carts and in-store visits for a holistic approach to driving sales at Target!

Melissa P.

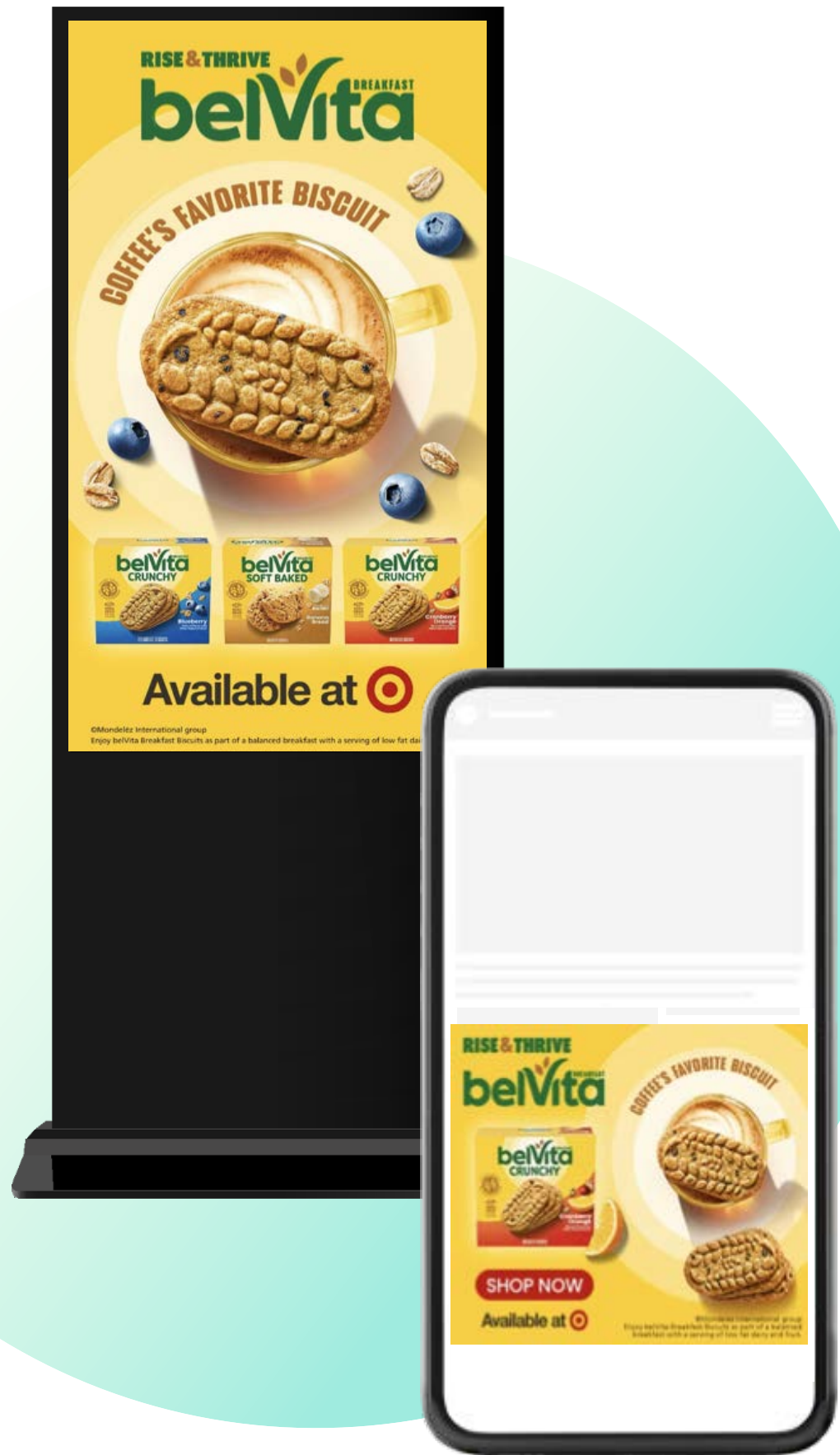




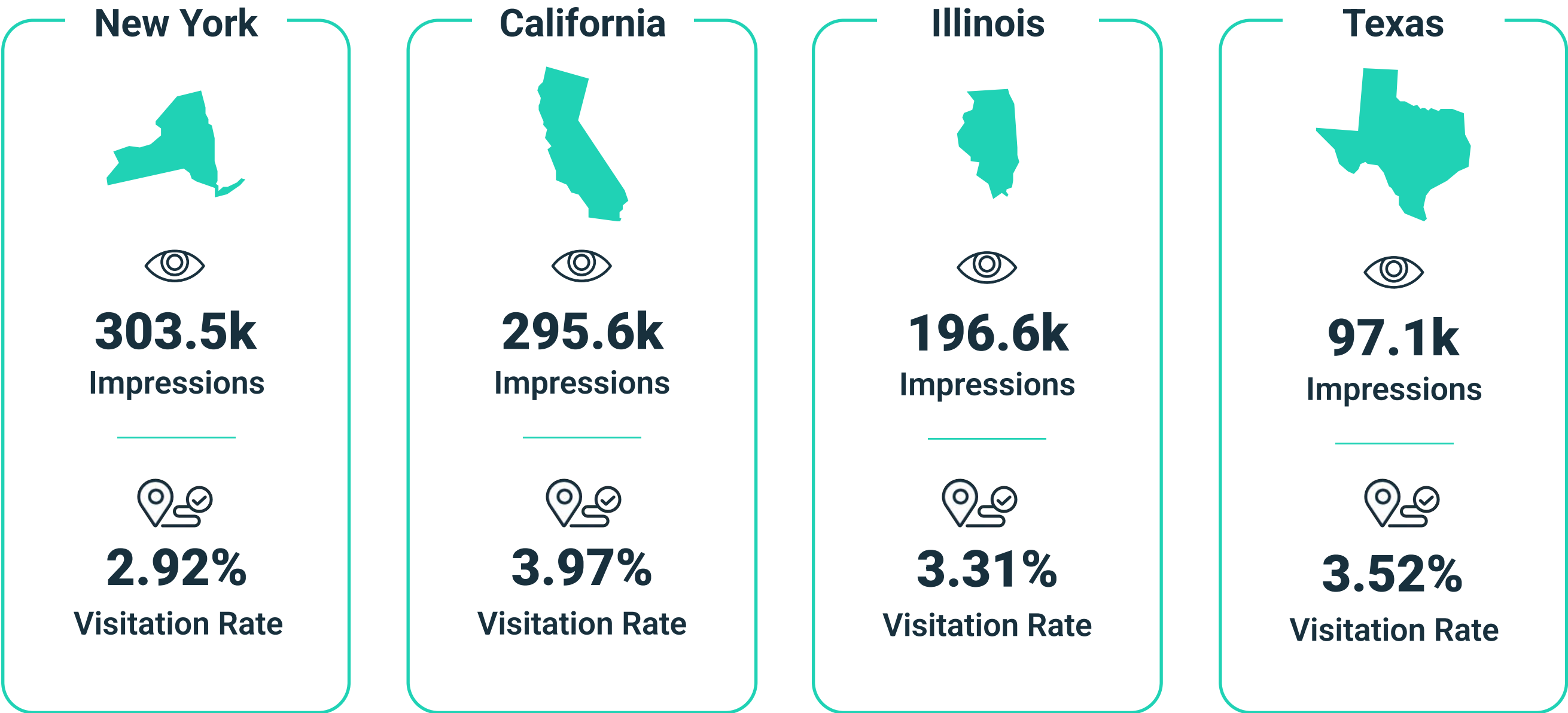
The Impact of Combining Mobile and Digital-out-of-Home Media

By integrating Mobile and Digital out-of-Home (DOOH) media, belVita effectively captured their target audience's attention across multiple touchpoints—ensuring repeated, sustained exposure to the brand.

The addition of DOOH to their strategy significantly boosted awareness of belVita products at Target, highlighting the perfect pairing with a cup of coffee. Markets that combined Mobile with DOOH saw substantial lifts in key business metrics, driving impactful results.



States with higher DOOH impression volumes saw increased Visitation Rates (VR), highlighting the impact of DOOH media on in-store visits.



Real Business Results

The partnership between belVita and GroundTruth delivered strong results for National Coffee Day, leveraging a blend of Mobile and Digital Out-of-Home (DOOH) advertising to boost awareness and drive sales. Over the one-month campaign, more than 221k visits to select Target stores were generated.

By targeting location, behavior, and purchase intent audiences, belVita effectively engaged consumers at key moments, driving both foot traffic and online sales. Click2Cart ads allowed for easy product purchases, accounting for \$476k in transferred products, while DOOH media provided sustained brand exposure across multiple touchpoints.

Key performance highlights included a 1.23% visitation rate, \$0.52 effective cost per visit, and over 63k products added to carts. States with higher DOOH impressions saw notably higher visitation rates, emphasizing the strong link between DOOH exposure and foot traffic. The campaign's success demonstrated the power of combining Mobile and DOOH to create a seamless, data-driven approach that boosts engagement and accelerates conversions.g Mobile and DOOH strategies for maximum impact.



Campaign Performance



About GroundTruth

GroundTruth is an advertising platform that uses real-world behavior, like location and purchase data, to drive in-store visits and other real business results.



@groundtruthco