

CASE STUDY

TAPTAP helps Superdry direct shoppers into key stores.

CHALLENGE

Superdry approached us with a business challenge that some of their newer stores were not seeing as much footfall as some of the more established stores. Our brief was to drive awareness of these six locations and shoppers into these stores. The campaign creative was specifically focused on their new jackets range - ahead of winter. The supplied creative had a strong call to action, "Shop Superdry Jackets", which when activated became a Tap2Map for directions to the nearest store.




KPI: AWARENESS OF THE SIX STORES AND FOOT TRAFFIC INTO THESE STORES USING WINTER JACKETS.

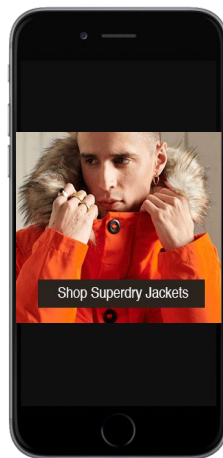
PROFILING

Building off the core Superdry target audience, we developed a custom Shopper audience segment in our Sonata DMP, incorporating users with high affinity to style & fashion, brands, technology and luxury lifestyle. We also targeted users who had previously been in these and the other Superdry stores, as well as competitor stores - within the last 60 days. We used our Sonata DMP to draw on multiple data sources and data aggregation into a unique Sonata ID to ensure the messaging was delivered across relevant inventory, in the right place at the right time.

ACTIVATION

We mapped the six Superdry outlets, specific competitor stores as well as key Shopping Malls, to ensure we delivered media into relevant, contextual environments via mobile devices. We ran the Superdry Jackets creative in 4 different mobile executions, each with a strong call to action CTA's and the Tap2Map activation to drive shoppers instore.

-  ACCURATE LOCATION
-  AUDIENCE & AFFINITY DMP DATA
-  CONTEXTUAL SIGNALS
-  DYNAMIC CREATIVE
-  FIRST PARTY DATA



MEASUREMENT | RESULTS

In a relatively short three-week campaign, Taptap delivered 125K impressions, achieved 938 clicks, with an average CTR of 0,75%, which well above industry averages. In addition, from the total clicks, we saw 492 store visits across the six locations, an effective 52% attribution rate! We were also able to report on engagement by age segments as well as which stores achieved the most clicks and saw the most visits.

DIGITAL PERFORMANCE

CAMPAIGN PERFORMANCE

938

CLICKS

0,75%

CTR

Driving awareness of and footfall into key outlets.

PHYSICAL FOOTFALL

IN-STORE FOOTFALL

492

VISITS

52%

ATTRIBUTION RATE

Driving physical footfall into the stores with precision.