CONVERTING OPPORTUNITIES TO SEE INTO ACTUAL SALES

HOW URW LEVERAGED QUIVIDI'S REAL-TIME CONTENT TRIGGERING TO INCREASE ATTENTION TIME AND SALES FOR PANDORA AND ALDO

Quividi

BACKGROUND

Unibail-Rodamco-Westfield (URW) is the world's premium developer and operator of flagship shopping destinations with over 1.2 billion annual visits across the globe. In the U.S., the URW Network is the largest digital out-of-home network to boast state-of-the-art screens equipped with Quividi's Anonymous Video Analytics solution.

Quividi is the global leader in audience and content analytics for Digital Out Of Home and Visual Retail. Its privacy protected technology helps marketers count and segment their audience in real time, and measures multiple data points including dwell and attention time of watchers.

Brands and advertisers can also use this real-time data to trigger the best contextualized content on screens, against the audience demographics. In a retail environment, this feature is a powerful shopper engagement engine.
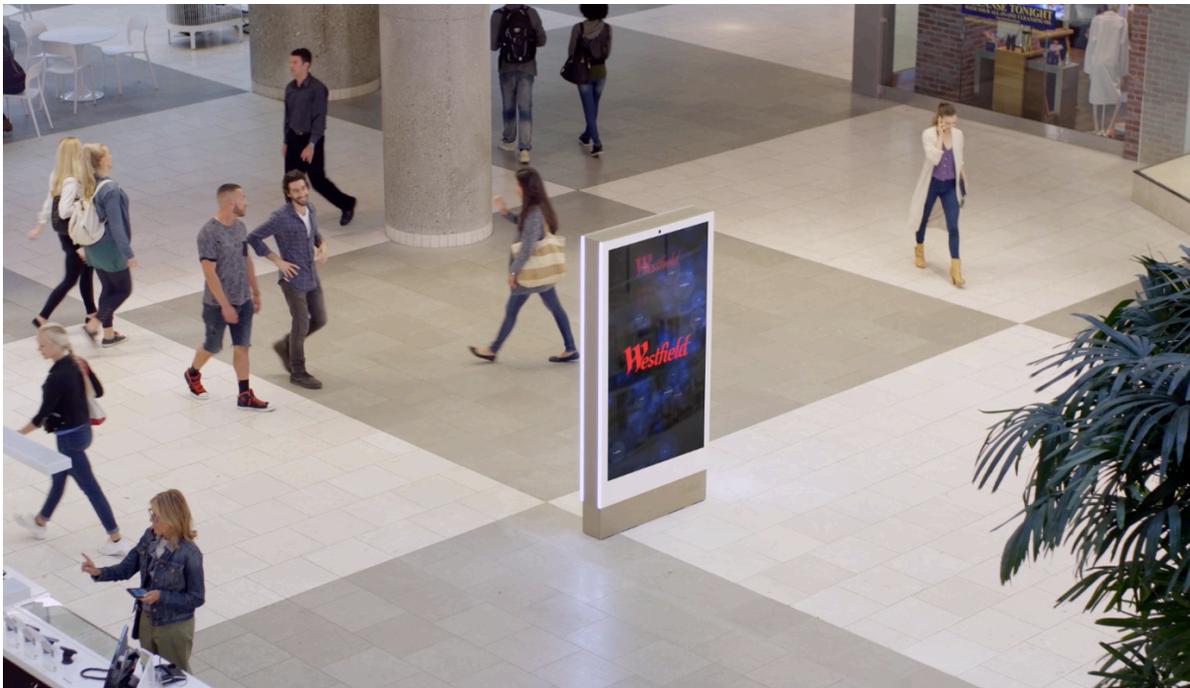
OBJECTIVES

In October 2018, URW and Quividi decided to leverage Quividi's content contextualization ability to prove that delivering targeted ads on the URW Network will drive a higher ad attention time and also increase conversion with an impact on in-store sales.

To demonstrate this, URW and Quividi partnered with two legacy tenants: **Aldo**, an international Canadian shoes and accessories manufacturer and retailer with nearly 3000 stores worldwide, and **PANDORA**, an international Danish premium jewelry manufacturer and retailer with more than 7,800 stores.

The two brand retailers provided a piece of generic brand creative as well as **multiple targeted creatives** which would be contextually triggered against the audience demographics.
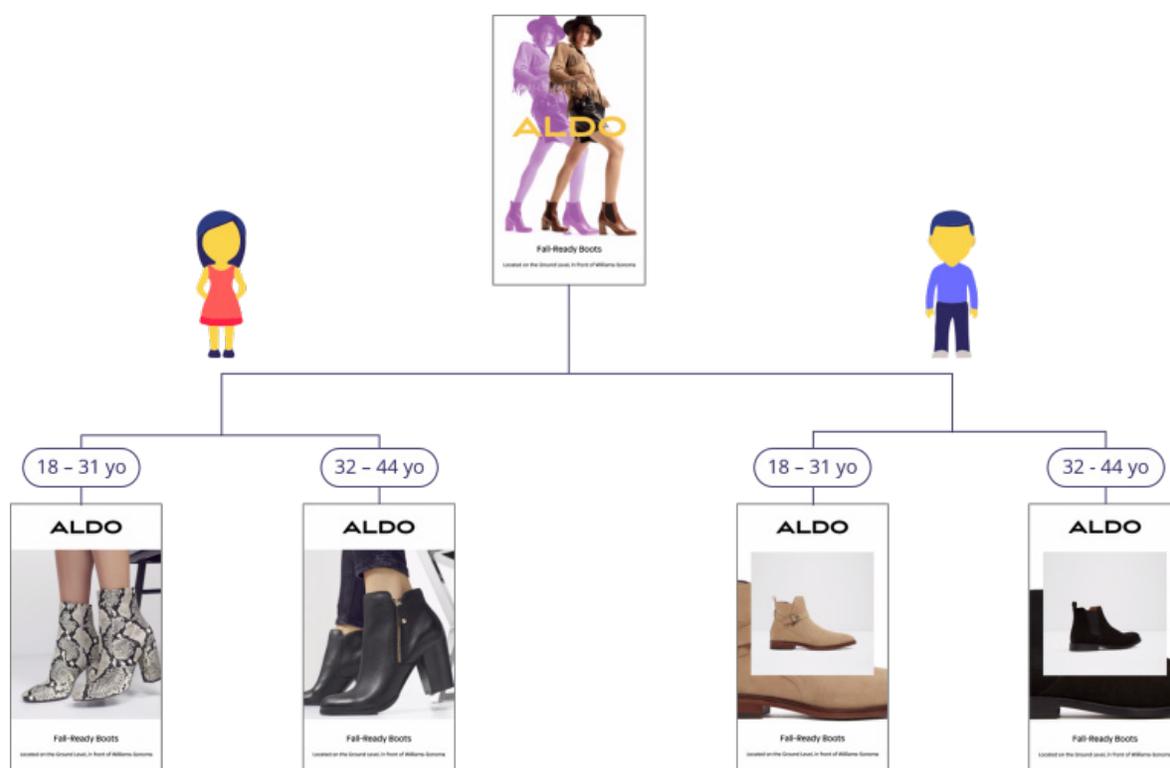
EXAMPLE OF QUIVIDI-SUPPORTED TRIGGERING SCENARIO WITH GENDER AND AGE

PROJECT

To measure the direct attribution of this targeting strategy, URW and Quividi conducted a 2-week campaign pilot across the URW Network.

During the first week, sales and traffic data were collected, but no creative ran.

During the second week, the campaigns were launched. Targeted creatives were triggered in real time based on specific shopper demographic profiles, while generic ads were displayed at all other times.

RESULTS

Aldo's targeted ads drove a **higher attention time than generic ads (+31%)**, which resulted in **a double-digit increase (+11%) in basket size in-store.**

Pandora's targeted ads also yielded a **higher attention time than generic ads (+17%)**, which had a direct impact at the register with **+16% increase in number of transactions**.

These results show how impactful Quividi's campaign contextualization technologies are to brand retailers, which can **play the most highly targeted content to drive in-store sales.**

ALDO

attention time	basket size
+31%	+11%

PANDORA

attention time	# of transactions
+17%	+16%

> **Claudia DeVivo Retail Marketing Manager – PANDORA, U.S.**
> As the digital space has continued to evolve over the past two decades, out of home advertising has been overlooked. Creativity is limited, targeting is challenging, and attribution is impossible. With the advanced dynamic content triggers of URW's new digital out of home displays, we were able to enhance the creative storytelling power of our advertising, garnering increased brand consideration, and transactions. This exciting innovation allowed us to deliver a relevant and compelling campaign, and provided a level of measurement not traditionally experienced with this medium.

> **Loren Miller, Senior Vice President – URW Brand Ventures.**
> With this project, URW Network continues to prove the power of digital-out-of-home and its ability to reach consumers in real-time and influence conversion.