MEASUREMENT & INSIGHTS | DRIVE-TO-STORE

Six festivals, six weeks, one audience engine

Building a national campaign that behaves like a regional one.

Brief Description

A national electronics retailer needed store footfall through April, when six regional new-year festivals land within weeks of each other across different states. A single national audience and a single national creative would have missed most of the calendar.



How AI Was Applied

AudienceConnect built 15 audience cohorts from installed-apps, digital behavioral and intent/ interest signals through its proprietary Appography layer, each mapped to a regional festive window and weighted across priority cities and priority states. Post-flight, cohorts were consolidated into four strategic categories to isolate which signal groups actually drove response, turning a delivery report into a reusable audience framework for the next campaign.

Impact

30.43M
Impressions delivered across 15 cohorts

1.09%
Click-through rate, well ahead of display norms

15 → 4
Cohorts consolidated into a repeatable framework

The output was not just a campaign result but an audience architecture, a tested set of signal groups the brand can plan against, rather than rebuilding targeting from scratch each flight.

About AudienceConnect | AudienceConnect is an AI-powered omnichannel DSP operating across India, MENA and Southeast Asia, with a proprietary identity and audience layer built on installed-app signals.