



LIDL - Deluxe KW46

Retail | MEC – Romania | Romania | Nov-Dec 2017



CAMPAIGN OBJECTIVES

Boost awareness for LIDL Deluxe selection with **Hyperlocal Targeting** at 212 store locations.

Use **Dynamic Ads** to deliver live location to users who are nearby the stores to entice visits.

Drive additional footfall traffic to LIDL supermarkets for further boosting consumption.

Beyond Location. Precise Audience

YOOSE



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OUR SOLUTIONS

Configure **Hyperlocal Targeting** strategy for each supermarkets. *Targeted Geofence*: 1km around each stores.

Use **Footfall Tracking** to measure and optimize the KPIs for the campaigns.

Target **high income** earners for Deluxe product range through *audience targeting* and *publisher selection*.



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RESULTS

Over
3982
footfall tracked

Delivered over
250,000
views

Achieved
high performance CTR
1.61%

212
LIDL Deluxe
supermarkets
in Romania