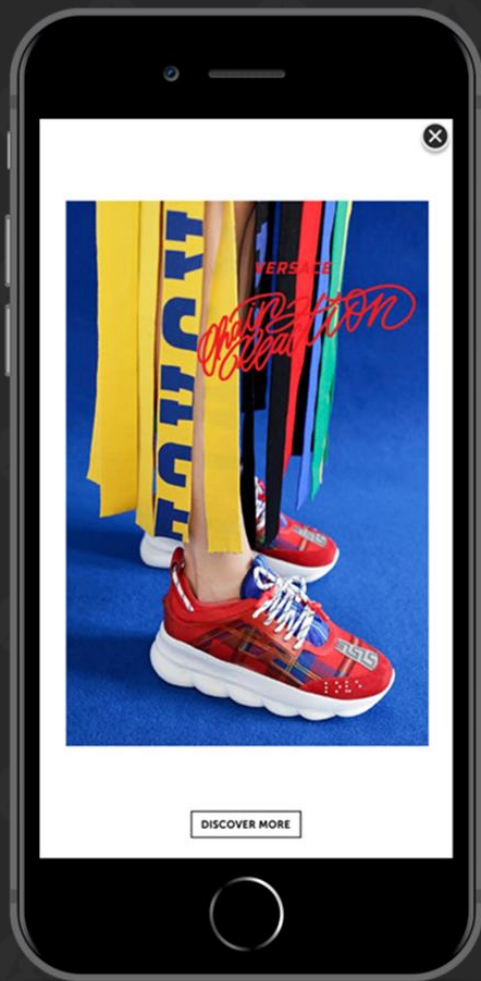




Blis Case Studies



Luxury



Luxury

Fashion

Versace: Sneakers USA

The aim of the campaign was to drive awareness to the new Versace sneakers available in selected American Versace stores.

Targeting Solutions:

Using Blis movement data to target affluent users in real time in proximity to the selected stores. Driving both footfall into store and clicks through to their e-comm landing page.

Formats Used: Standard Banner, MPU, Interstitial

Results:

3.103.213	Total Impressions	13.711	Total clicks	0.44%	Total CTR		
387.901	Unique Devices Exposed	510	Footsteps tracked	0.13%	% Footfall	85%	% Uplift Controlled



Luxury

Fashion

Dior | blis

Bulgari: Christmas

The aim of the campaign was to drive awareness to the two new lines of Bulgari jewellery available in selected Bulgari stores in selected countries.

Targeting Solutions:

Using Blis movement data to target affluent and Chinese users who have been seen in competitor stores, then are targeted in real time in proximity to the selected stores.

Formats Used: Standard Banner, MPU, Interstitial

Results:

7.296.031	Total Impressions	47.440	Total clicks	0.65%	Total CTR		
1.229.351	Unique Devices Exposed	2.504	Footsteps tracked	0.20%	% Footfall	81%	% Uplift Controlled

blisfootsteps



Luxury

Jewellery / Watches

Versace: Hong Kong, Watches

The objective of the campaign was engaging with and subsequently driving affluent shoppers into Versace stores and e-comm, following their new Watches range launch.

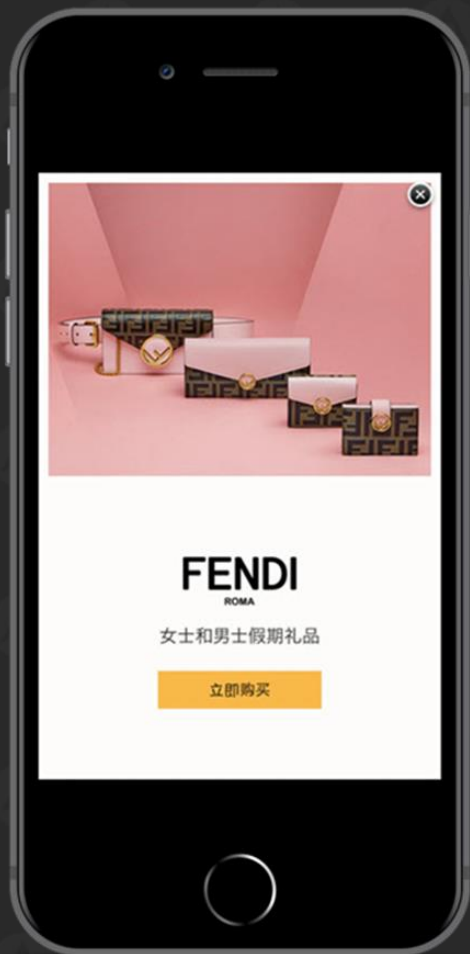
Targeting Solutions:

Integral to a successful campaign was the bespoke audience profiling by Blis for Versace. Through which we collated a pool of users with a high frequency in affluent locations from our Audience segment, in addition to incorporating users we'd seen at specific rival brands Versace outlined.

Formats Used: Display Units (both Mobile, Tablet and Desktop)

Results:

5,901	Exposed users driven into Versace	18,393	Clicks attained during the campaign	3.32%	Highest performing creative, Rich Media Interstitial
1.1%	Footfall Rate	36%	Increase FFR from Control to Exposed		Evening saw the best engagement rates



Luxury

Fashion

Fendi: Christmas

The aim of the campaign was to drive awareness to the new line of Fendi purses and bags available in selected stores and selected countries.

Targeting Solutions:

Using Blis movement data to target affluent Chinese users, and also those seen in competitor brands and targeted when in proximity to the selected stores.

Formats Used: Standard Banner, MPU, Interstitial

Results:

1.531.292	Total Impressions	12.440	Total clicks	0.81%	Total CTR		
239.987	Unique Devices Exposed	846	Footsteps tracked	0.31%	% Footfall	90%	% Uplift Controlled



Retail/Fashion

Audience

Tiffany & Co: Chinese Tourism

Raise awareness about Tiffany and drive engagements as well as footfall to its stores

Targeting Solutions:

By using Blis Audience we collated segments comprising of; Chinese Travellers, Students and those seen in affluent locations. Targeting comprised of collecting users device ID's before flying, also utilising contextually relevant publishers and carrier settings to ensure relevance.

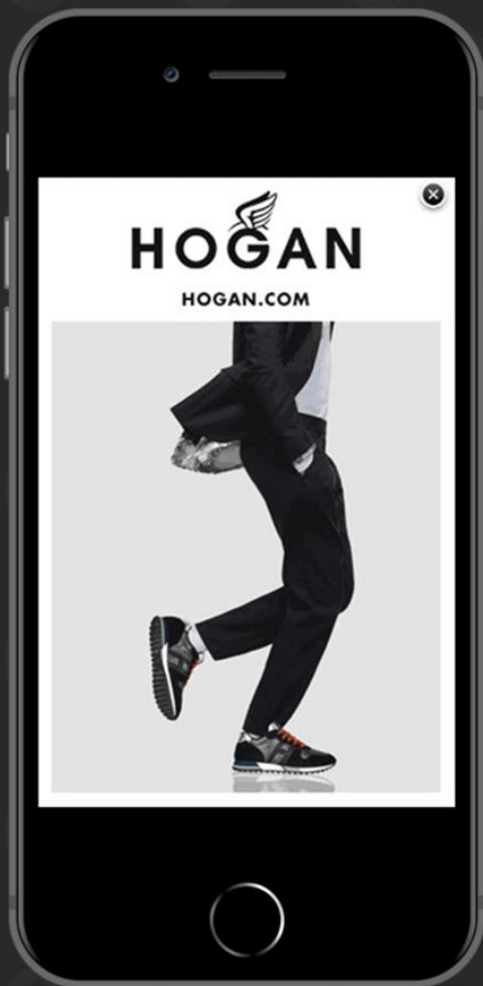
Contextual: Fashion, Lifestyle, Travel

Audience: ABC1 M/F 24-55

Formats Used: Standard Banners (300x250, 320x50, 728x90, 300x600, 468x60 & 480x320)

Results:

0.6%	Overall Footfall Rate	0.93%	Best performing Creative (CTR) Mobile Interstitial	600-700 metres	Average distance to conversion
4,206	Users seen in store	1.1%	Best performing Time of the day Evening	0.71%	Best performing Audience Females 30 - 45



Luxury

Path

18.12.2018 – 30.12.2018

Tod's Group: Hogan

The aim of the campaign was to drive awareness to the Hogan products available in selected German stores.

Targeting Solutions:

Using Blis Path to target affluent users when in proximity to the selected stores.

Formats Used: Standard Banner, MPU, Interstitial

Results:

1.925.543	Total Impressions	12.65 5	Total clicks	0.66%	Total CTR		
226.941	Unique Devices Exposed	420	Footsteps tracked	0.19%	% Footfall	137%	% Uplift Controlled

Luxury

Proximity

09.02.2019 – 24.02.2019

Fendi: Baguette

The aim of the campaign was to drive awareness to the new Fendi product.

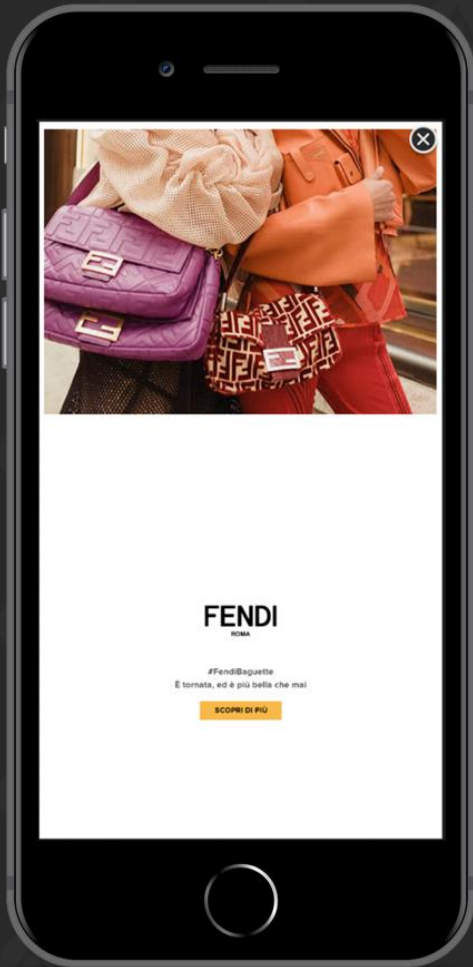
Targeting Solutions:

Using Blis Path to target affluent Chinese users and affluent users, seen in competitor stores and targeted when in proximity to the selected stores.

Formats Used: Standard Banner, MPU, Interstitial

Results:

3.506.653	Total Impressions	22.13 3	Total clicks	0.63%	Total CTR		
783.658	Unique Devices Exposed	1.323	Footsteps tracked	0.17%	% Footfall	70%	% Uplift Controlled



Luxury

Path &
Proximity

09.04.2019 – 12.05.2019

Bulgari: Airports Apr-May19

The aim of the campaign was to drive awareness to the new Bulgari product.

Targeting Solutions:

Using Blis Path to target affluent users seen in competitor stores, when in proximity of the stores located in selected airport Terminals.

Formats Used: Standard Banner, MPU, Interstitial

Results:

3.022.676	Total Impressions	9.143	Total clicks	0.30%	Total CTR		
520.250	Unique Devices Exposed	3.057	Footsteps tracked	0.59%	% Footfall	51%	% Uplift Controlled

