

**TAPAD**

Tapad Drives More Consumers  
Towards a Leading Energy  
Brand's Gas Stations



# Goal

How do you encourage consumers on the go to stop at a specific gas station or convenience store? That's just what a world leading integrated energy company set out to do across three of their properties. To engage and entice potential consumers across Atlanta, Birmingham, Dallas, Houston and Seattle, the energy brand aimed hyperlocal with 2-5 mile radiuses around each of their locations.



**TAPAD**

# Strategy



**TAPAD**

Consumers on the go have multiple choices when it comes time to fill up their gas tank or grab a snack. To ensure increased foot traffic at each of their locations, the energy brand leaned on a mobile video strategy to engage potential consumers.

Concerned about scale within such hyperlocal targeting constraints, the leading energy brand turned to the Tapad Graph to deliver unrivaled mobile reach. Equipped with Tapad's core technology, they were able to layer third party data to amplify their mobile audiences for competitive conquering within their 2-5 mile radius.

Moreover, to tie digital performance and station visitation lift together, the energy brand and Tapad partnered with Placed to measure increased foot traffic at each of their locations.

**TAPAD** | **Placed.**

# Results

“With such hyperlocal campaign parameters, mobile video campaigns typically throttle, **but not with Tapad**. Their Device Graph and data partnerships **outperformed all of our goals**, and we’re excited to expand the campaign to more DMAs.”

— Leading Energy Brand



**TAPAD**

Proving their strategy true, the leading energy brand not only outperformed their KPIs for Video Completion Rate (VCR), but also saw considerable foot traffic lift at each of their stations compared to drivers unexposed to their ads.

## VCR

92%

Station Brand 1

73%

Station Brand 2

70%

Station Brand 3

## Station Visit Lift

19%

Station Brand 1

17%

Station Brand 2

7%

Station Brand 3

TAPAD

Let's Connect

tapad.com | [info@tapad.com](mailto:info@tapad.com) | @tapad