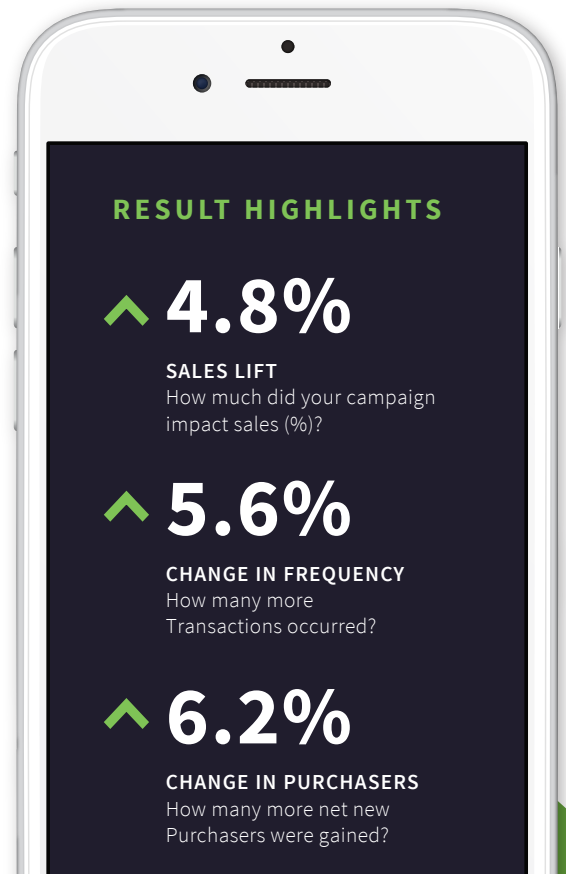



















With Commerce Signals' platform, a major U.S. Retail Department Store measured the **actual in-store and online sales** as an extension of a CRM marketing campaign.

- Vertical:** Retail, Major U.S. Retail Department Store
- Media:** Mobile Interstitial & Expandable
- Audience:** Retailer CRM Data, Females Ages 18-35
- Objectives:** Increase Brand Engagement & Incremental Sales
- Data Source:** Visa Ad Measurement

Results are delivered within 24 hours of submitting a request.



DIVING DEEPER: RESULTS BY CRM AUDIENCE SEGMENT

Audience Segment	Incremental Sales Lift	Change in Purchasers	 In Store Sales	 Online Sales
 Audience A	 36.2%	 39.35%		
 Audience B	 32.8%	 16.05%		
 Audience C	 -3.2%	 -1.71%		

At first glance, you may conclude that Audience A & B are the most valuable for future campaigns, while Audience C would be a waste in future media spend. But not so fast.

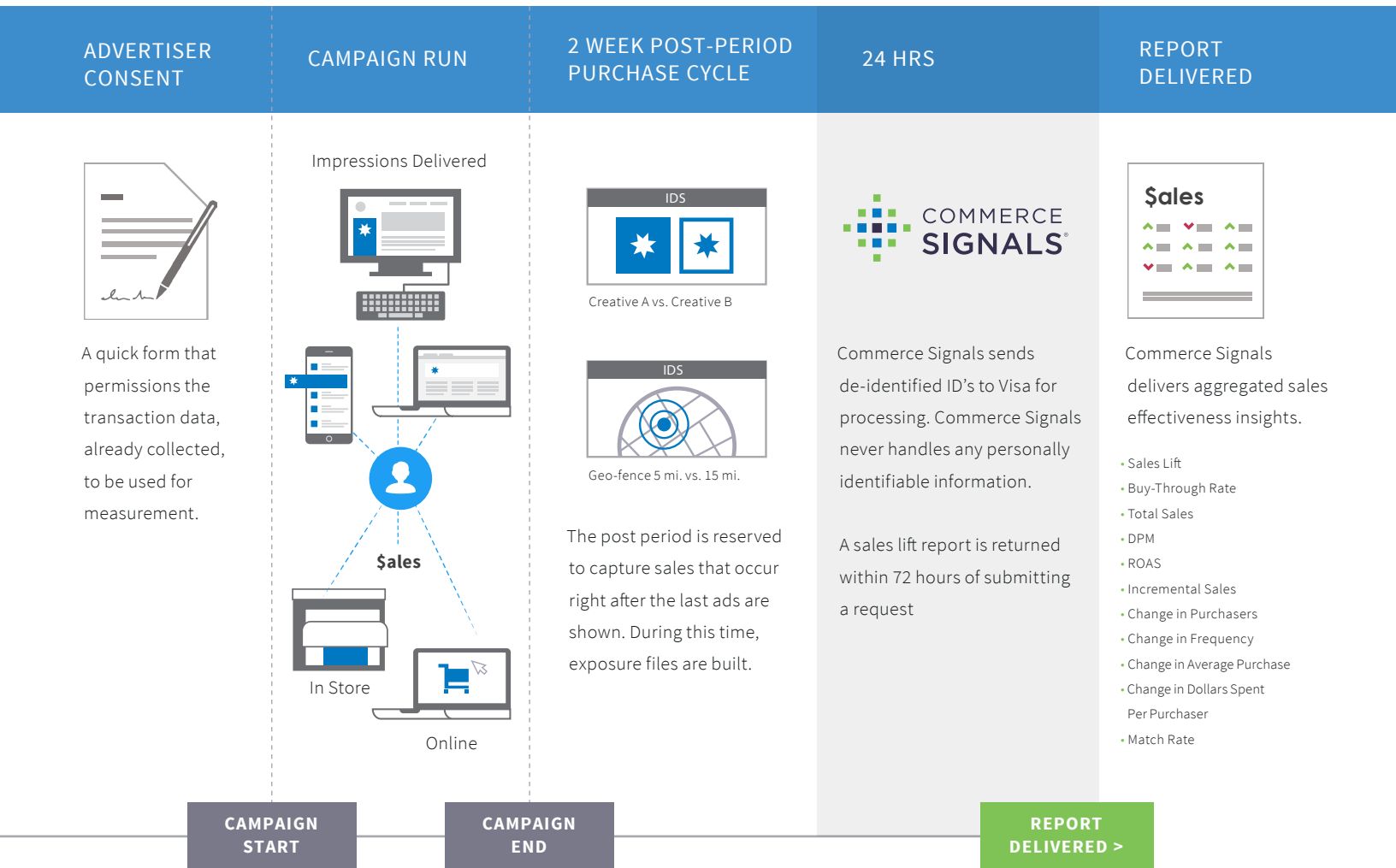
Audience Segment C drove online sales. This is a notable shift in behavior as the vast majority of purchases at this retailer are made in-store.

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KEY INDUSTRIES WE WORK WITH

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DATA SOURCES

Visa Ad Measurement
300MM US-based credit cards

More to come in Q1 2017

BETA USE CASES COMING SOON

- Audit:** Confirm someone shops the way you think they do.
- GeoSegment:** Find Zip+4s where your ideal shoppers exist.

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