

CASE STUDY

Wrapify Revolutionizes Out-of-Home Advertising with Measurement & Attribution

Using the Claritas Identity Graph



The Business

Wrapify is a performance-driven ad tech platform for brands powered by OOH and the gig-economy. Brands including AT&T, Coca-Cola, and Salesforce reach and engage audiences that interact with Wrapified vehicles across channels and devices, driving awareness, attribution, and conversion. Wrapify enables brands to target and scale ad campaigns nationwide, across screens and channels, as well as access to data in real-time to measure performance.

The Challenge

Just a few years ago, outdoor advertising campaigns were considered mainly a brand-building tool. That's because the effectiveness of these campaigns was largely measured using non-sales related metrics, such as impressions. And, the number of actual conversions produced by "offline" OOH campaigns was practically impossible to calculate.

Soon Wrapify discovered that clients wanted more than impressions: "We found that brands didn't care how many people saw their message," says James Heller, CEO of Wrapify. "Instead, they became focused on learning **how that exposure drove conversion**—whether those sales happened on a website, in a retail store or via an app." That's why Wrapify started searching for partners to help it deliver conversion metrics to its customers. With Claritas, Wrapify now can not only measure impressions and more about a single campaign, but can go a step further and attribute the effectiveness against that company's goals.

Alaska Airlines **boosted its online booking rates by nearly 20%** using Wrapify vehicles to advertise and retarget the audience with its flights to Hawaii from San Jose.

The Process

Wrapify partnered with Claritas to provide its clients with **lift rate metrics** for all its out-of-home campaigns. Connected via an application programming interface (API), Claritas conducted what's called a "lift analysis" to calculate the conversion rate of each Wrapify campaign. The analysis uses a control group to isolate the impact of one particular campaign. The process starts with measuring a control "look-alike" group of how many people converted before the campaigns. Then, we compare that number to an exposed group of how many converted after, providing the lift rate, which measures impact or attribution. For more details on each step, see next page.

The tricky part involves creating a control group that truly matches the exposed group—so that your lift rate is accurate. Fortunately, Claritas has an identify graph, which is chock full of customer identifiers and segmentation data that includes what kind of car a consumer drives, what type of devices they use, what television services they subscribe to, their social media preferences and their demographics.

Claritas uses this same methodology to help other clients isolate **and measure the effectiveness of any specific marketing channel**. For instance, it can be used to measure how television ads, billboards, or display ads drove online conversion. It can also be used to measure whether a particular message, partner, or even a location, is more effective in producing conversions. In one of Wrapify's use cases, we could examine whether campaigns on highways are more effective than those in neighborhoods or business centers.



The Process

1

Create a “**look-back window**” by calculating the organic conversion rate, which measures how many people are already converting before the campaign even runs.

2

Leverage the audience data that Wrapify and its data partners create to digitally measure audiences in different geographic locations, in a privacy-compliant manner. Through its data partnership with platforms like Mira, Wrapify leverages the location events its drivers produce to **create an “exposed” audience**. This “exposed” audience is made up of individuals near the Wrapify wrapped vehicles who have opted-in to have their location used.

3

Using the Claritas Identity Graph, **create a control group** of people who look exactly like the exposed group—but haven’t been exposed to wrapped vehicles during the campaign period.

4

Adjust the control group to ensure that pre-campaign conversion rates in the control group **precisely match** those in the exposed group.

5

Compare the conversion rate of the control group to the exposed group. The **difference between the two groups is called the lift rate**, and it measures the impact of the campaign.



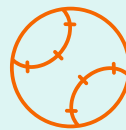
The Results



When Alaska Airlines used Wrapify vehicles to advertise its flights to Hawaii from the San Francisco area, those wrapped advertisements **boosted its online booking rates by nearly 20%**.



When Zoom turned to Wrapify to sell its online conferencing service, its **website sign-up conversion rates increased 13%**.



The MLB’s San Diego Padres used wrapped vehicles to drive foot-traffic into Petco Park. They **increased total game-day foot-traffic by 1,005%**. This is an increment of 10x, meaning people who were exposed to their advertisements in San Diego were **10-times more likely** to attend a game.

“Claritas is taking the concept of A/B testing to a whole new level. We enable companies to accurately measure the effectiveness of almost any marketing channel, message or partner – even when an offline campaign results in online buying or vice versa,” says Matt Drengler, VP of Sales Engineering at Claritas. “Marketers can now precisely isolate and measure the specific conversion rate of each channel within their omnichannel campaigns – so they can adjust their campaigns to maximize ROI.”

For more information, contact your Claritas representative at 800.234.5973 or visit www.claritas.com

