



JCPenney partnered with KERV to drive viewers from the Living Room to the Store with a dynamic, AI-powered CTV experience.



\$1.26

Per Store Visit

+5.0%

*Purchase Intent
Increase* (Foursquare)*

+600K

*Estimated Increase
In-store Foot Traffic*
(Foursquare)*

+4.9%

*Brand Awareness
Increase* (Foursquare)*

+93K Hrs.

*Earned Time Spent
due to interactivity*

+20M

*Estimated Revenue
Increase* (Foursquare)*

JC Penney Successfully Drove Users from Upper to Mid-Funnel with KERV's Dynamic Units

Challenge

As part of a larger recommitment to its customers and pledge to invest \$1 billion in improving operations and customer experience, the “Make it Count” campaign aimed to increase brand awareness, enhance audience engagement, drive foot traffic, and, ultimately, sales.

KERV and JCPenney partnered for a full funnel solution, determining how to drive local store awareness and traffic through a national campaign, maximizing audience targeting and personalization without cookies.

It was important to optimize interactive experiences for different platforms and devices while managing data collected across interactive elements.

Solution

JC Penney leveraged KERV's dynamic features to reach each consumer, through a second screen experience, driving users to their nearest JCP store and prompting more store visits.

Users exposed to KERV ads spent an additional 5,660,455 minutes with the creatives, due to the 15-second-end frame added to our 15-second assets.

KERV was able to ingest all of the viewer & scanner data from CTV and pass those users back to Dentsu to retarget users on OLV & display (both KERV & non-KERV properties), creating the ultimate sequential messaging strategy to drive users from upper to mid-funnel.

+4.9% lift

*Brand Consideration**
Women, A47-99

+5.0% lift

*Purchase Intent**
JCP Customers

+10.3% lift

Ad Recall
A21-54, Hispanic

+6.6% lift

*Message Awareness**
A21-54, Hispanic



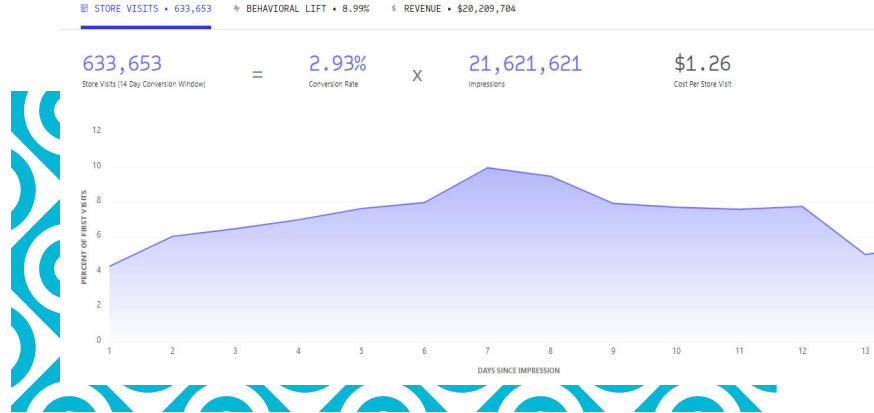
dentsu



JCPenney

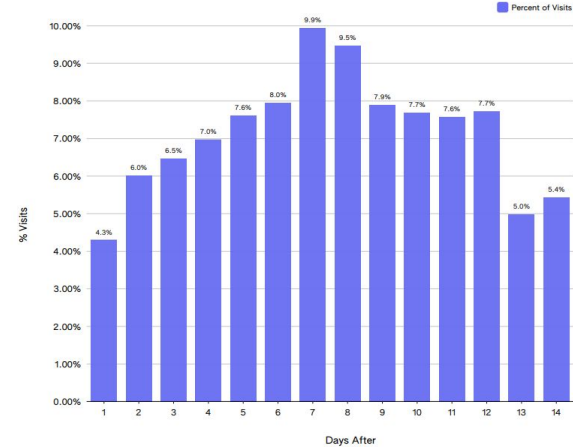
Benchmarks: Interaction: 1.0% | CTR: 0.5% | Time Spent: 19.3 sec
Results based on best performing line item. Campaign performance dependent on video quality & other creative details.

Foursquare Results Revealed That KERV Units Leveraging Dynamic Destinations Drove In-store Visits and Yielded a High Conversion Rate



Foursquare attribution study revealed that exposed users to KERV ads drove over \$20M in revenue, 2.93% Conversion Rate, and \$1.26 Cost per Store Visit!

Time to First Visit



FSQ results show that, within a 14 day window, users were most likely to visit a JCPenney location 6-8 days after seeing the ad for the first time.

*Revenue is self-reported and sourced from FSQ's first party panel. With the ability to survey audiences, Foursquare has collected years of data including average purchase rate and average basket/check size. The average basket size gets applied to the total projected visits within this section as well as total incremental projected visits if lift is present.

*Behavioral Lift = Behavioral Lift Store Visits * Modeled Purchase Rate * Modeled Order Volume.



dentsu

JCPenney

FSQ