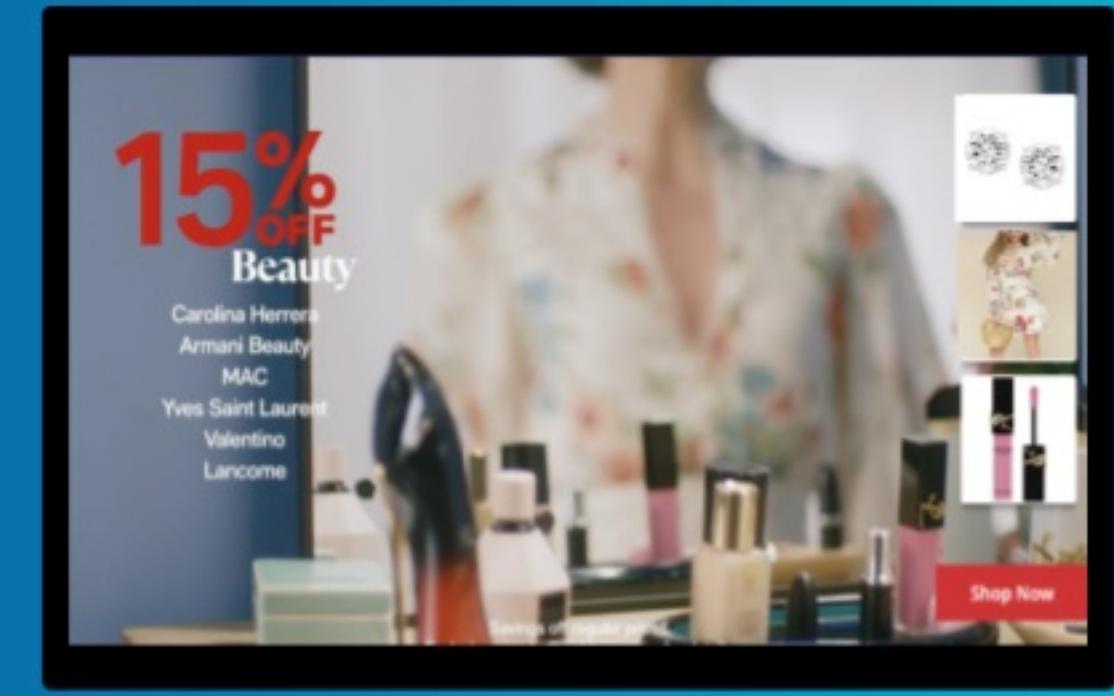




# KERV Shoppable Video Drove Incremental Store Visits for a Major Department Store

KERV made a major department store's Spring '25 OLV portfolio instantly shoppable, capturing real-time intent through interactive tiles in our Element unit. Foursquare measurement then validated the in-store impact, linking video engagement to real-world results.



**2.81%**

*Int Rate*  
+346% over benchmark

**0.65%**

*CTR*  
+225% over  
benchmark

**38M**

*Impressions*  
Across all campaigns

**35.1% Lift**

Increase in Store Visits  
(95% confidence)

**\$2.37**

*CPSV*  
(383K visits; 0.99% CVR)