



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)

**Client Benchmarks: Interaction Rate: 0.63% | CTR: 0.20%*