



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.



Primary KPI:
35.1%
Increase in Store Visits
(95% confidence)

Additional Performance Highlights

\$2.37
CPSV
(383k visits; 0.99% CVR)

0.65%
CTR
(+225% over benchmark)

2.81%
Int. Rate
(+346% over benchmark)