



VISITATION CASE STUDY

DISCOVERY PREMIERE DROVE STORE VISITS



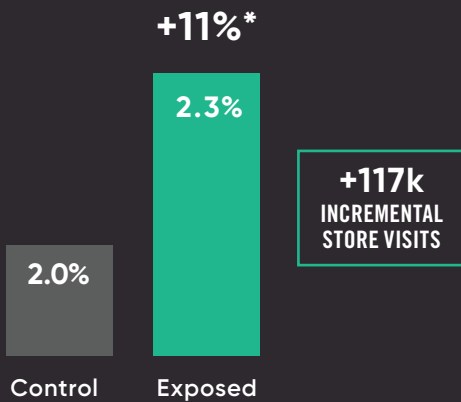
Retailer Ad Campaign with Traditional & Premiere Linear Schedules Saw Significantly Higher Foot Traffic From Those Exposed to Premiere Flights

4Q19-1Q20

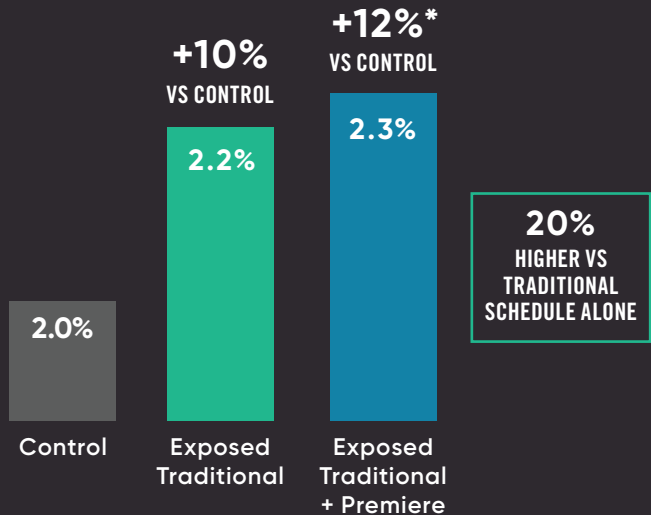
Exposure to the campaign overall led to **11% lift** in store visitation, resulting in **117k incremental store visits**

The conversion lift driven by exposure to both Traditional and Premiere schedules was **20% higher** than the lift exhibited from exposure to the Traditional schedule alone

Overall Conversion Rate



Conversion Rate by Schedule



Source: 2020 LiveRamp / Place IQ / Discovery, Inc. / Pet Retailer Brand Attribution Research, Flight: 10/14/19 – 1/23/20
Exposure Data Partner: Comcast, 30 day rolling attribution window. *Statistically significant at 95%.