

# Omnichannel Solution Built to Drive Store Visits



## EXPLORE

Drive shoppers to your stores with digital media powered by the experts and designed to maximize your marketing dollars

## Opportunity

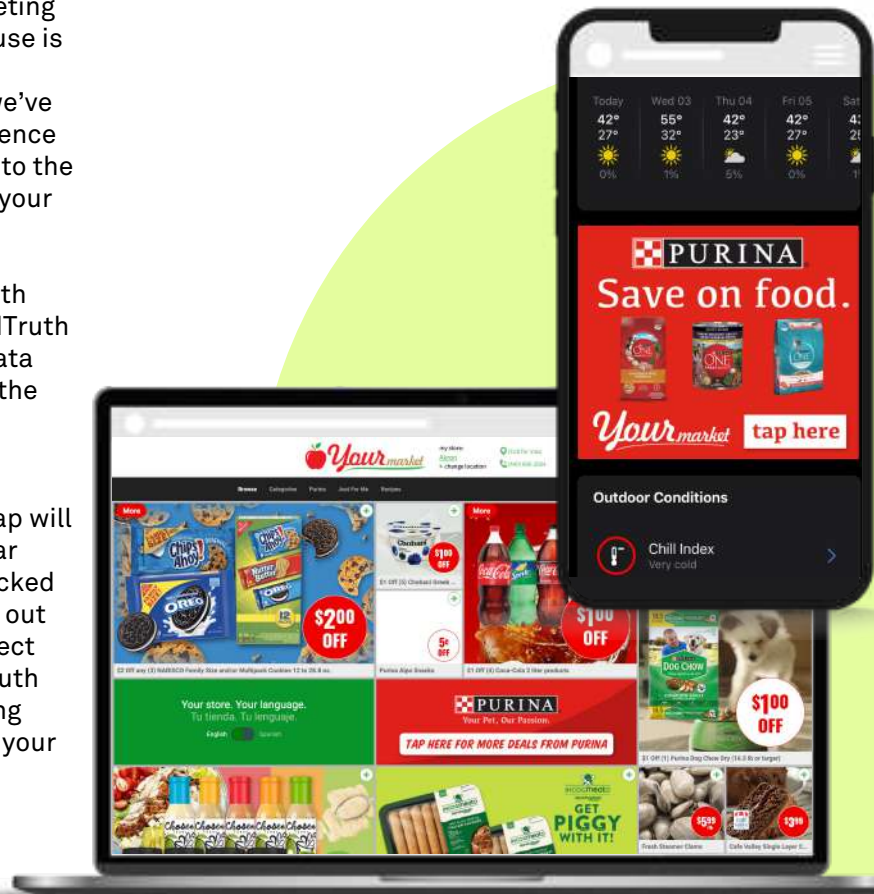
GroundTruth is the leading location-based marketing and advertising technology company. Design House is a full-service advertising agency focusing on increasing sales for their customers. Together, we've teamed up to create a seamless shopping experience geared toward personalizing your local offerings to the right audiences to drive these shoppers through your store doors.

Connect your current or prospective shoppers with digital media powered by the accuracy of GroundTruth data. GroundTruth's place, location, and visits data sets are MRC accredited for accuracy, powering the most precise targeting and visit measurement solution on the market.

Once an ad reaches its intended audience, one tap will drive the shopper to an interactive, digital circular optimized by Design House to increase sales. Packed with local offers, list building capabilities, check out functions, and more, these digital catalogs connect relevant offers to your core audiences. GroundTruth then closes the loop on your campaign by verifying when a store visit occurs after being served with your ad, allowing you to accurately measure return on investment.

## Benefits

- Reach key audiences with trusted accuracy
- Measure the impact that your media has on driving shoppers in-stores
- Eliminate wasted media impressions

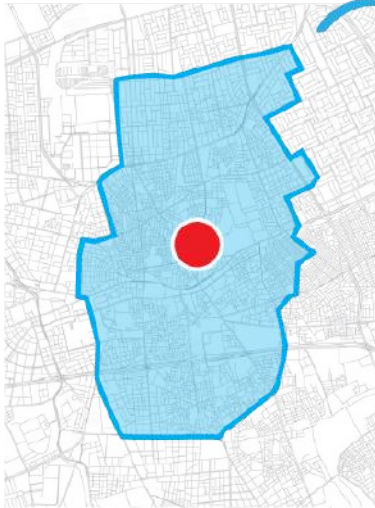


# How It Works

digitalcircular. + distribution

1

Uncover Your Geofence & Target Audiences



Create target areas for your store and connect with your key audiences. Choose your mix of distribution channels to acquire the right personas that will drive sales, both in-store and online.

2

Connect Your Targeted Digital Content with the Right Shoppers

consumer acquisition



100% of your distribution budget is allocated to our proprietary distribution network, driving meaningful traffic numbers to your digital circular.

3

Personalize Your Digital Circular

engage and convert



Your Digital Circular is completely customizable, allowing you to provide hyperlocal content to your key audiences.

Consumers can browse, share content, build lists, and ultimately make a purchase in-store or online through connected commerce.

4

Drive Visits to Your Store

drive and measure traffic



Store visits driven from your Digital Circular are tracked and compiled into custom reports, allowing you to see circular views, store visits, and cost per visit.

With trusted tech backing your targeting a delivery, you will finally be able to accurately measure ROI on your marketing programs.

## Reach With Precision

GroundTruth observes **30B** global visits annually. Visitation data powers our platforms, targeting solutions, and audience creation.

### Location Targeting – Reach shoppers in real-time

- **Proximity:** Reach in real-time based on a set radius around a point of interest.
- **On-Premise:** Message a shopper when they are on the retail lot where your store is located.
- **Geo-Targeting:** Connect with consumers in a specific area either by state, city, DMA, zip code, and more.

### Audience Targeting – Reach shoppers based on historical behavior

- **Location-Based:** Built on consumers who have visited a specific brand or category of business.
- **Behavioral:** Sample audiences include Big Box Shoppers, Discount Shoppers, Foodies, etc.
- **Custom:** Tailored audience segments based on specific attributes, purchase information, demographic data, and more.

*Additional targeting products available!*

## Trusted Results

# 27%

On average **27%** of those who read a Design House Digital Circular visit a store

# 5:32

Average amount of time viewers spend reading Design House Digital Circulars **5:32**

# 18%

Shoppers who make an in-store visit to a grocery store after being shown a GroundTruth location-based mobile ad spend an annual average of **18%** more than those that are not shown an ad

## Check It Out

Scan the QR code below with your mobile device to test drive the experience.



## Let's Connect

Power your targeted digital content with precision to personalize the experience for your shopper and ultimately drive them into your stores.



GroundTruth is the leading location-based marketing and advertising technology company. Brands, agencies, small businesses, and non-profits trust their performance-driven solutions to help them reach consumers during moments of intent that generate important business outcomes.

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## DESIGN **HOUSE**

Design House is a full-service advertising agency focusing on increasing sales for our customers. We work with powerful brands, and integrate into their national, regional or local strategies to drive incremental sales utilizing a wide range of mediums.

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