



Manifold Data Mining Inc.

Canada's Most Comprehensive and Granular Marketing Data Products

REAL PEOPLE | REAL DATA | REAL INSIGHTS

manifold
Fueling Marketing Insights

T. 416.760.8828

W. [ManifoldDataMining.com](https://www.ManifoldDataMining.com)

E. info@ManifoldDataMining.com




Case Study: Targeting the Best Billboards





Background


A pet food manufacturer wants to promote selected pet foods through outdoor media. They want to use digital media to target the top prospects at the best dates and times for pet stores.





Analytic Objectives


The objective of analytics was to

- Identify the best billboards according to consumer movement patterns, income and pet ownership, pet store and billboard locations.
- 



Manifold Approaches

Working with our data partner: Streetlight Data Inc. we extracted movement data of consumers passing by digital billboards in Toronto, Montreal and Vancouver during seven-day parts, weekdays and weekends. Origination Dissemination Areas in the mobile data are linked to 6-digit postal codes for deriving demographics, lifestyle, product usage and psychographics of catchment area of each billboard. Thereafter, we used pet owners, pet spending, and high incomes as the criteria to target the best billboard by day parts. Overlaying pet store locations we were able to identify best billboard locations and day times for promoting sales of the selected pet food at the right stores.






Dynamic Contents of Digital Billboards

The content of digital billboards can be adapted for 7 different day parts, weekdays and weekends. Each billboard has 14 different time intervals. Each time interval corresponds to a catchment area of the billboard as different groups of people pass by the boards, e.g., commute of working population during rush hours vs. leisure activities of consumers in the evening hours.

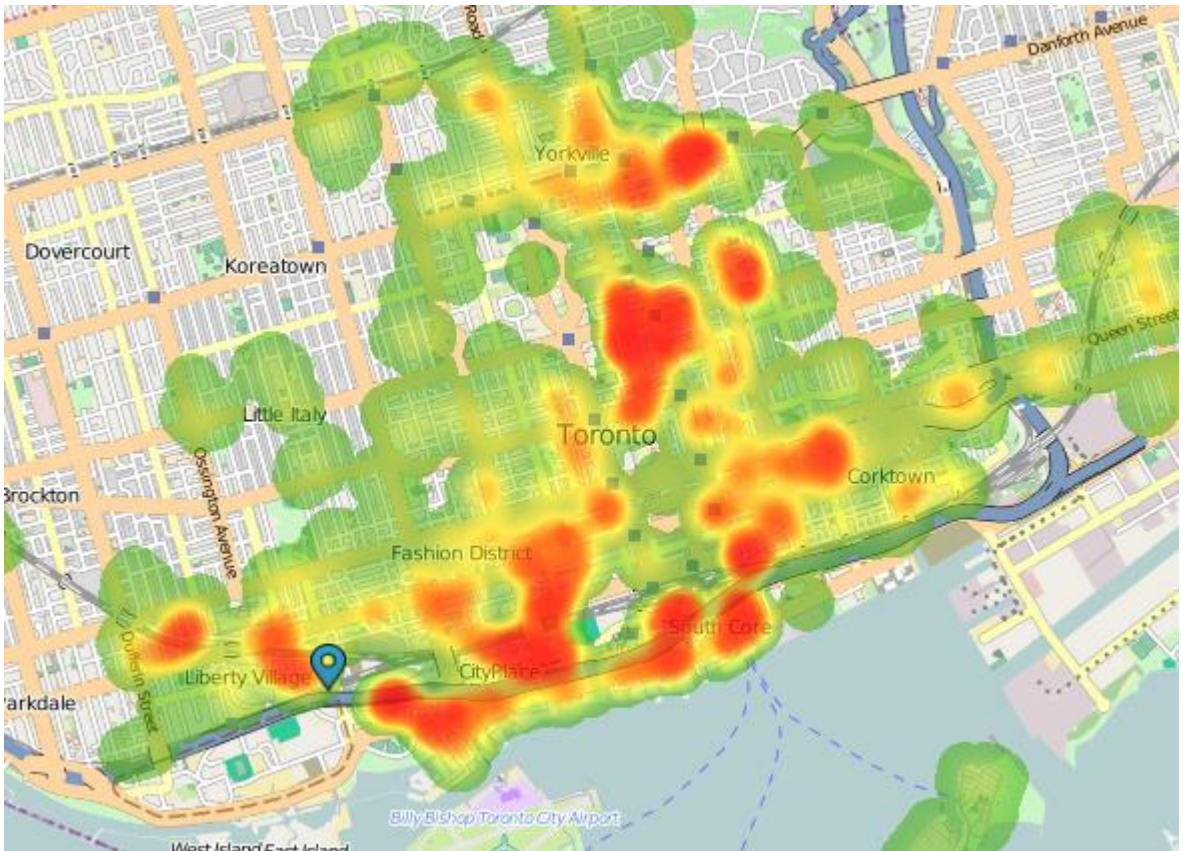
Each billboard has 14 different catchment areas (zones) with different types of consumers.





Catchment Area of Billboards

Based on Streetlight's mobile data, we defined catchment areas for each billboard for different day parts as well as for weekdays and weekends separately. For example, the map below shows weekday catchment area of a billboard on QEW near Exhibition Place facing East.

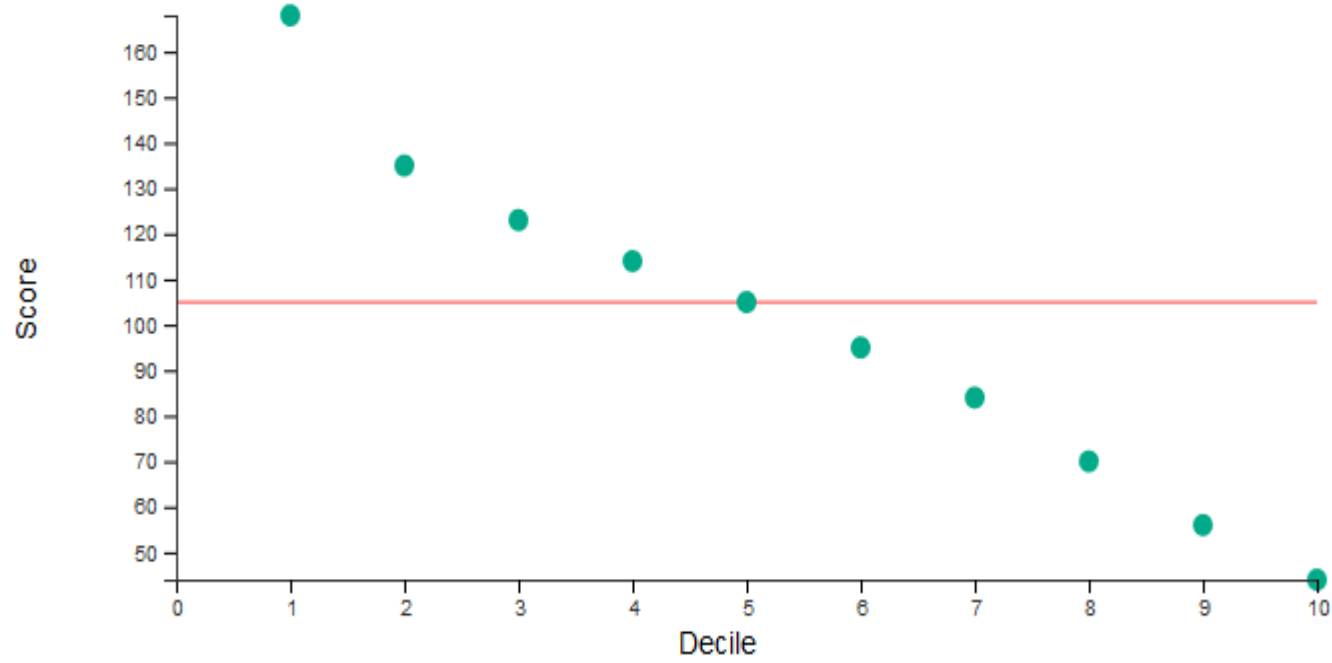




Targeting Prospects of High Spenders

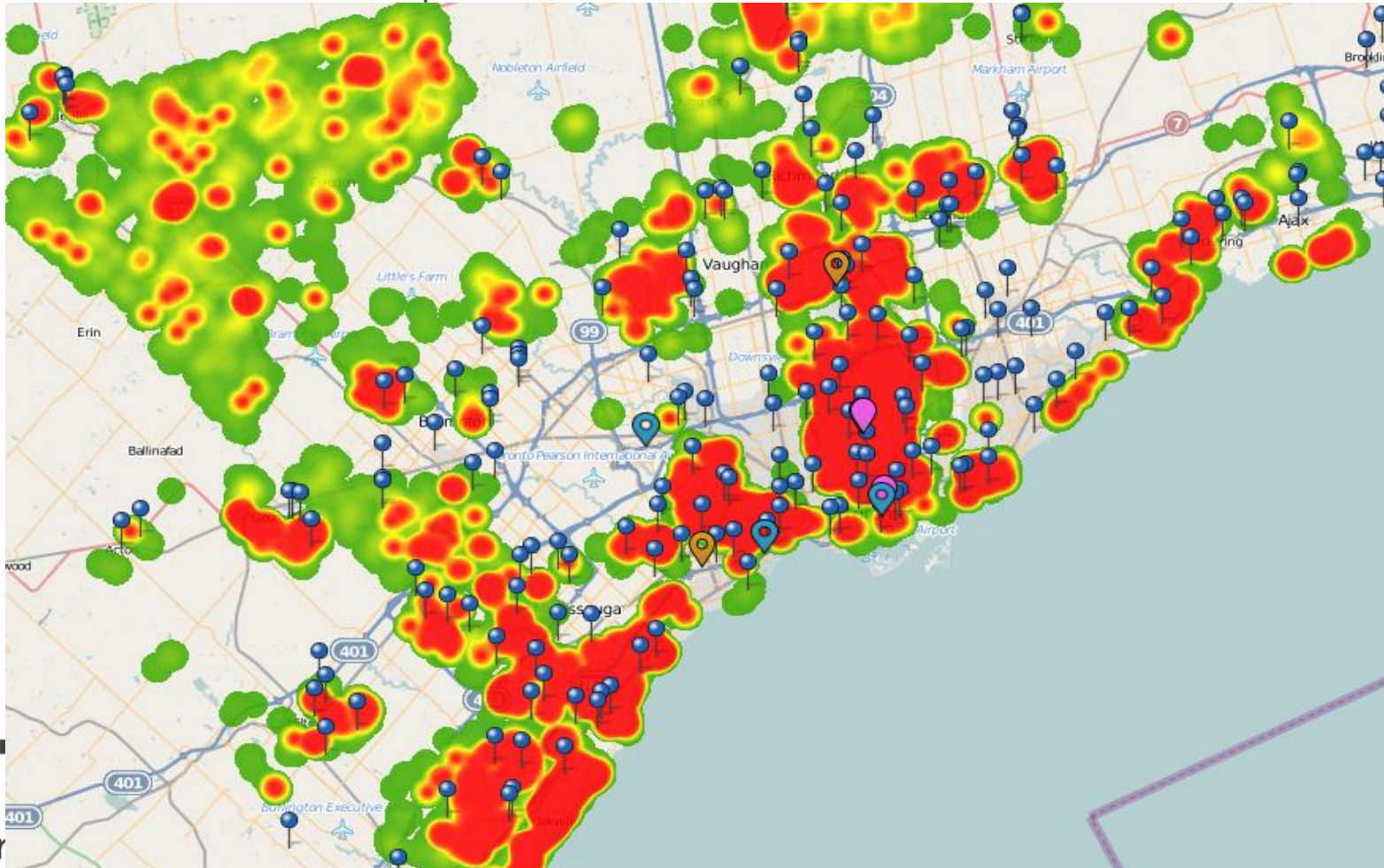
We targeted postal codes using household income over \$120K, dog owners, and pet spending as criteria. The top 10% prospects are 70% better than the average.

Scorecard	
<input checked="" type="checkbox"/> View Correlation between Variables and Score	
Variable Name	?
Pet Stores	
Household Pet Ownership	
Having Dogs	✗
Household Spending	
HOUSEHOLD OPERATION	
Pet expenses	✗
Grouped Variables	
Household Income over 125K	✗



The Best Prospects

The map illustrates geographic concentration of the top 10% prospects, digital billboard locations and pet store locations.





Best Billboards for Reaching Best Prospects

The Targeting module identified the best billboards to reach the best prospects at the right times.

Zone	Rank	Score	Target Impressions	Total Impressions	Target Households	Total Households
DT106: 6-10AM	1	127	1,585,830	6,035,410	203,701	692,863
DT112: 3-7PM	2	127	560,025	1,548,960	127,195	475,232
DT117: 7PM-12AM	3	127	323,653	1,333,700	168,972	607,806
DT109: Weekday	4	127	292,234	2,042,440	174,313	638,152
DT167: Weekend	5	127	1,357,650	6,104,550	158,024	621,498
DT110: 10AM-3PM	6	127	2,066,460	7,177,900	203,662	693,775
DT101: Weekday	7	127	518,689	2,373,100	147,503	576,918
DT103: Weekday	8	127	422,163	1,992,410	167,283	618,534
DT104: Weekday	9	127	372,439	1,953,210	163,079	612,506
DT114: Weekend	10	127	602,288	1,810,770	155,697	582,187





Benefits of Using Polaris

- Heat maps that show the dynamic catchment areas of billboards.
- Ability to target best prospects and reach them with the best billboards at the most suitable day and time.

