



Rippl

Location Intelligence



Details

Fast food case study

Rippl

Location intelligence



Rippl, your third-party measurement

We are completely independent.

We are Europe's leading independent footfall attribution company. We don't sell audiences, we don't own media or serve ads.

Being independent makes us best placed to measure store visits without bias.

We own and operate a suite of location-based apps to collect Location data using our SDK giving us a competitive advantage under GDPR. Using GPS gives us an accuracy of 1-5 meters.

Rippl's insights can give the following:

- ✓ Campaign uplift
- ✓ Frequency uplift
- ✓ Most popular time of day
- ✓ Most popular day of the week
- ✓ Time spent in store
- ✓ Shopper type
- ✓ Competitor analysis



TOP EU countries

UK, Spain, Italy, Belgium.
France, Germany, Netherlands,
Scandinavia



All main European cities

We have enough consenting app users to get coverage in all Europe's main cities .



Full GDPR compliance

FCA approved technology.



Always-on

We use high quality 'always-on' data to have the more relevant data.



They trust our measurements:

Tissot, Louis Vuitton, Puma, Sweaty Betty, Tesco, Sainsbury's, Starbucks and more...



Our methodology and USPs

Location data



Our methodology and USPs

Easy to set up, we only need to supply a pixel to the advertising and map out the point of interests (store location).

A **minimum of 10,000 users** are tracked which gives us only 1% margin of error in the UK and Europe.

Integration of a minimum and maximum dwell time in store to eliminate any consumers passing by and any employees that works in store to give us more accurate data.

The Rippl report is displayed on an enterprise dashboard which allows us to provide you with weekly footfall rate updates with breakdowns per platform/creatives so that you can see which is more effective.

A separate login will be provided so that you can delegate client access to agencies if needed.

All our data is stored on **our own CMP** called Bitqueen which allows users to Opt in, Opt out and also delete their data upon request.



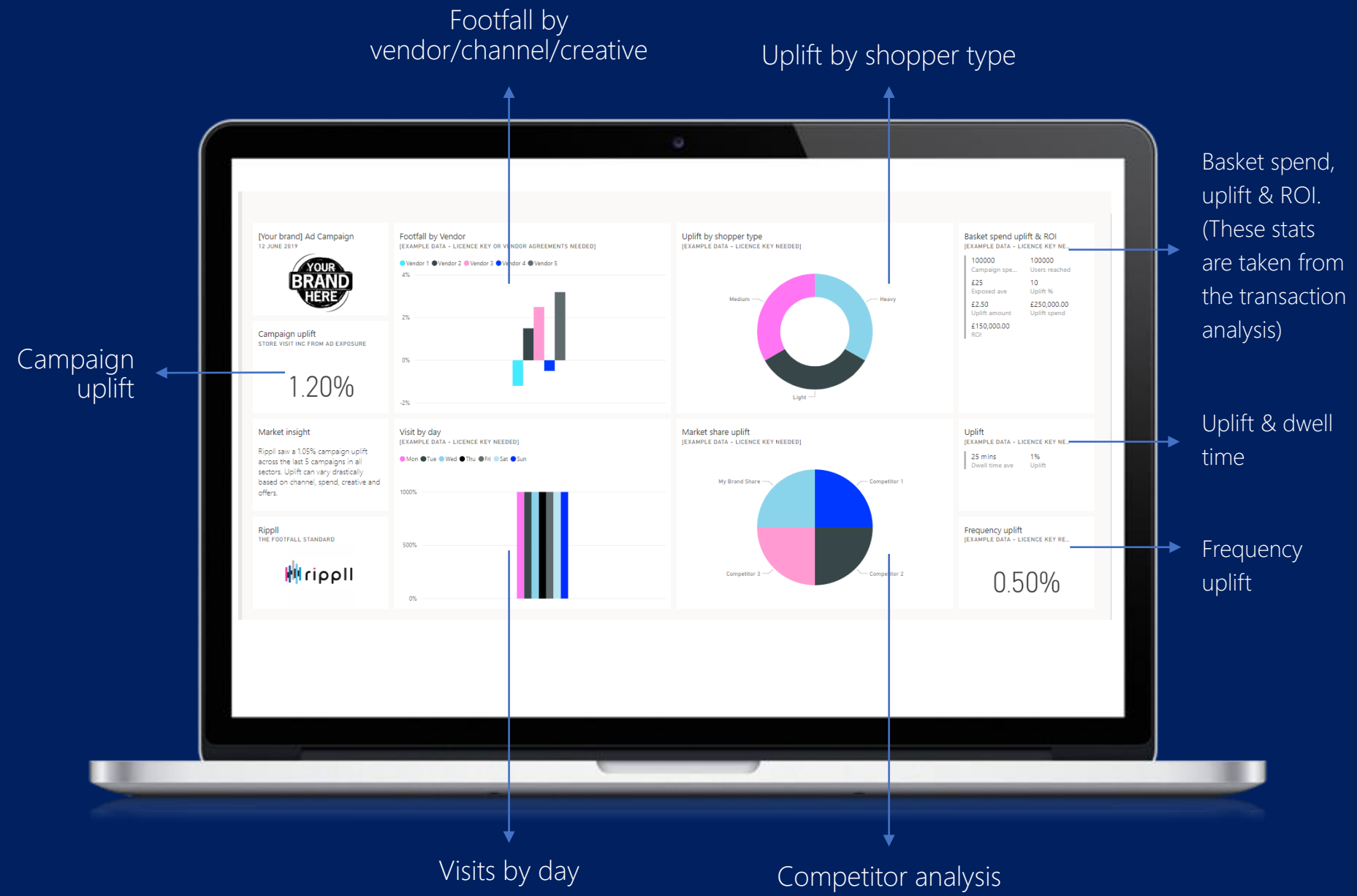
Dashboard example



Location dashboard example

For each campaign we deliver a dashboard and a report analysing the results of the campaign.

Please note that this is an example and more information can be added to your dashboard depending on your campaign.



Ripppl location data case study

Fast food



Fast food case study

Core report analysis



Background

Fast food case study



Background

A well known fast food chain wanted to measure the uplift in footfall as a result of a social media campaign.

They also wanted to know how their social activity compared to other media partners on plan.



Objective

Fast food case study



Objective

Measure how many people went to store after seeing a social media ad, using Rippl's financial pool to help understand their ROI.



Our approach

Fast food case study



Our approach

We created a custom audience made up of consumers within our measurement pool and shared the audience with the ad agency. The ad agency then applied their ad set to this audience, allowing us to analyse the footfall uplift for the fast food brand campaign served across Facebook.

The media partners on plan implemented a Rippl pixel to allow us to measure their advertising.

By analysing touchpoints such as geographical and frequently visited locations, we were able to create a like for like control group to measure against the shared audience.

Following this, we used the latitudes and longitudes to map out the store locations and measured a pre campaign period to get a base line of footfall activity.

We then measured footfall during the campaign dates to measure the effectiveness of the retailer's campaign.

Lastly, we set a minimum dwell time in store of 4 minutes (to exclude passing consumers) and a maximum of 2 hours (to exclude employees).



Footfall core report

Fast food case study



Footfall core report

For this project, we reported the following insights in order to understand the effectiveness of their social campaign:

- Campaign uplift
- Frequency uplift
- Most popular time of day
- Most popular day of the week
- Dwell time in store
- Shopper type
- Competitor analysis



Campaign results

Fast food case study



Campaign results

- 1.28% campaign uplift rate for consumers exposed to the advertising.
- Facebook outperformed Vendor B during the campaign period by 0.4%
- 1.17% increased frequency rate during the campaign for the exposed group.
- Saturdays were the most popular days during the campaign with 3pm to 6pm being the most common time of day people visited the store.
- The average dwell time in store was 12minutes.
- Based on frequency of visits 'very frequent' shoppers were the most common type of consumers seeing in store.
- Consumers visited the brand twice as often during the campaign compared to their competitors.



More than location and transaction data



At Rippl, we go beyond the location and transaction data.

We look at patterns and insights to help you understanding your audience better.



We are an extension of your team.





Thank you

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