

GOODWILL "BRING GOOD HOME" MOBILE ADVERTISING CAMPAIGN

First-Ever Goodwill Campaign to Drive
Incremental Visitors to Goodwill Locations Nationwide

Advertiser Objective:

AdTheorent partnered with the Ad Council to support Goodwill's "Bring Good Home" Mobile Advertising Campaign. The primary campaign objective was to increase visitation and drive incremental visits to Goodwill store locations nationwide.

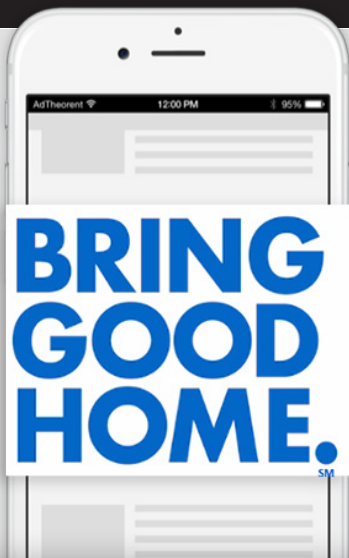
Advertiser Solution:

To drive incremental visitors to Goodwill locations, AdTheorent leveraged its Cost Per Incremental Visit (CPIV) ad-pricing model, which was a first for the Goodwill brand. The CPIV pricing model guarantees that a brand pays only for incremental foot traffic, as verified by a third party. An incremental visit is a physical store visit from a consumer who would not have visited absent receipt of the digital ad, as distinguished from visits which might have happened anyway.

The mobile advertising campaign's targeting and reach was amplified by AdTheorent's custom machine learning solutions. Specifically, AdTheorent developed custom machine learning models and used predictive targeting to reach consumers within a given distance of a Goodwill location. AdTheorent's platform and data scientists used real-time visitation data to optimize campaign delivery in favor of consumers who were most likely to visit Goodwill.

Campaign Results:

The campaign was very successful in terms of driving incremental visits. AdTheorent delivered a 470% lift in incremental visitation at 79% less than the contracted cost per incremental visit. Based on the contracted rate, AdTheorent delivered 369% in added campaign value.



“Purchases made at Goodwill's network of 158 community-based organizations, including more than 3,000 stores, help people achieve their personal and professional goals, whether it's planning for their next career, polishing their job search and interview skills, getting their finances in order or overcoming a challenge specific to their experience or background. We partnered with AdTheorent to deliver increased visitation and incremental visitation to Goodwill locations nationwide and they greatly exceeded the promised amount of consumer visitors, which allows Goodwills to advance their work in communities nationwide.”

KATHERINE PASTRE

Senior Vice President, Media Strategy and Outreach of Ad Council