



A BOSCH success story: maximising Black Friday impact



Driving footfall uplift of 41.7% through an integrated planning, buying and measurement platform

We partnered with Bosch and Wavemaker to increase visits of Bosch home appliances stores and drive traffic to their website. We used our integrated, planning, buying and measurement platform, Audience Explorer, to layer anonymised location and lifestyle data to build and target a bespoke audience via display in Austria





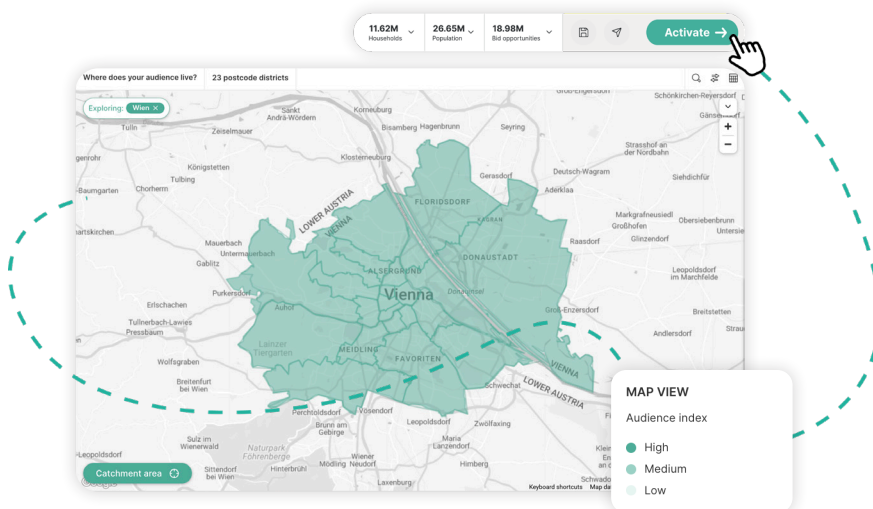
Brand challenge

The key challenge was to drive footfall to the Bosch stores in Vienna, Graz and Linz, as well as drive traffic to their website during Black Friday.

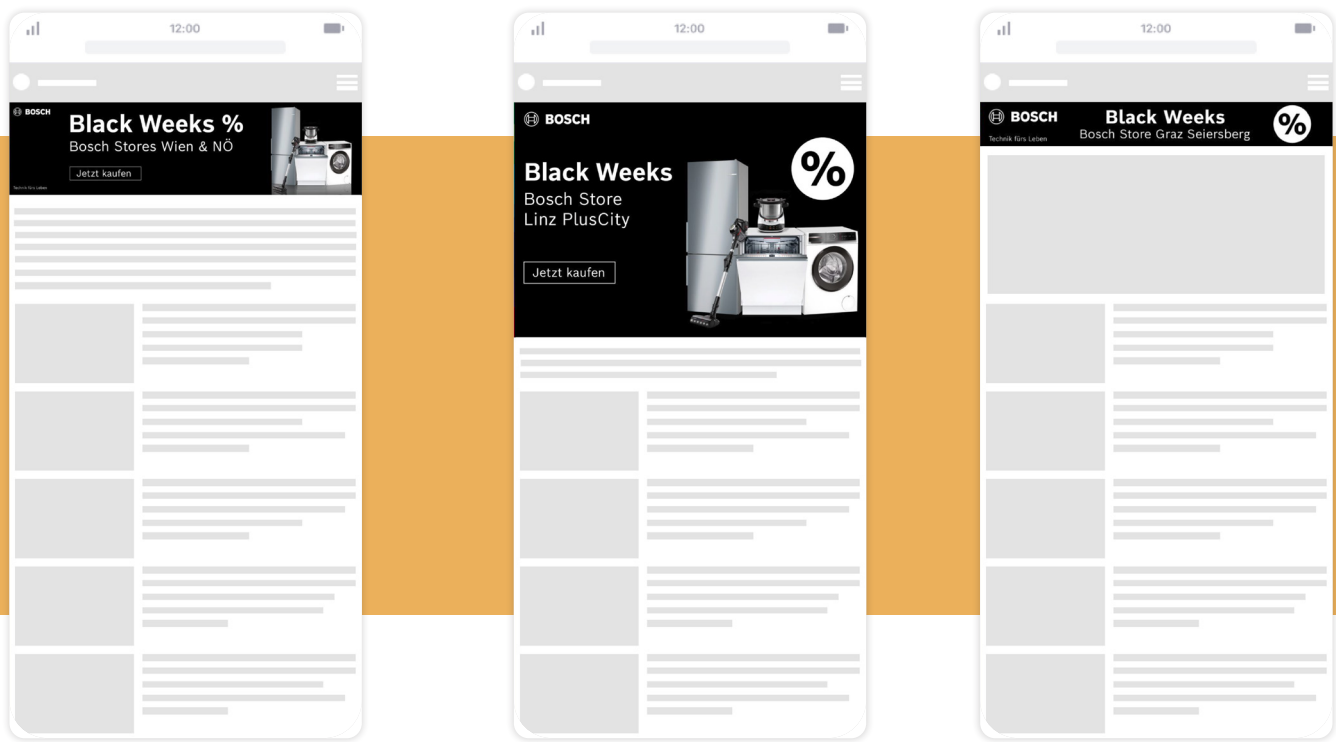


Blis solution

Using our interactive platform, **Audience Explorer**, we built a bespoke Bosch audience by utilising our proprietary location data to target people in proximity to Bosch home appliances and competitors' stores across Vienna, Linz and Graz. Enhancing this targeting we **overlayed lifestyle segments** such as homemakers, home appliance buyers, DIY enthusiasts, etc. We then integrated **anonymised and aggregated Mastercard spending data** to reach an even more precise audience in the right place, at the right time, on the optimum device **delivering KPI-beating results**.



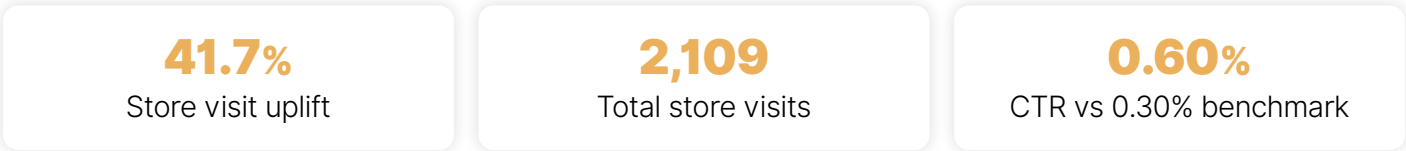
Creative formats



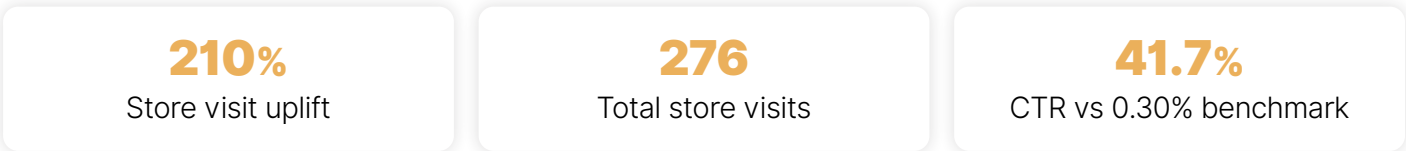
Results

The campaign delivered significant brand impact across all markets.

Results during campaign



Results on Black Friday day



Key learnings

- ✓ The Bosch store in Vienna Donau Zentrum performed best with **1,249 conversions**
- ✓ **320x480 creatives** brought more reach and visits, meanwhile **1024x768 creatives** drove clicks and visits to Bosch’s website

Contact us at **hello@blis.com** to activate your campaign today.