rezolve ai®
advanced retail technologies

Accurate Foot Traffic Attribution Saves Clients Millions In Ad Spend

beatgrid

REZOLVE AI PRODUCT:

Geolocation Technology

INDUSTRY:

Media

COMPANY OVERVIEW:

Headquarted in the Netherlands, Beatgrid Media is at the forefront of the TV an radio audience adata revolution. A media measurement technology company, Beatgrid establishes industry benchmarks for ads across TV, video, radio, and out-of-home (OOH) audience. The company leverages consumer participant on the Beatgrid app to understand and measure campaign ROI. Rezolve Ai is embedded in their app to help identify and attribute football to TV, Video, Radio, and OOH ads.

8%

Increase in ad ROI for radio broadcaster (customer)

80K

Consumers engaged monthly

The Challenge

- Create a single source of data for all media channels
- Match offline TV, radio, digital video, and out-of-home (OOH) campaigns to retail foot traffic
- Minimize battery drain from 'always on' app
- Boost attribution accuracy

Beatgrid was looking for a solution that could be added to their ACR technology to capture real foot traffic for ad attribution and industry benchmark purposes.

The Solution

Beatgrid Media uses Rezolve Ai location technology to understand consumers' physical behavior and pair it with their own ad exposure data. This unlocks powerful insights for their clients across multiple industries, including QSRs, supermarkets, retail, media, banking, automotive, telecommunications, and more.

How It Works

Beatgrid achieves this through their Automatic Content Recognition (ACR) technology to detect advertising within an industry (e.g. grocers). For example, with a single retail client, Beatgrid is able to measure advertising or TV programming effectiveness from that client as well as all their competitors.

Continue reading for the results >

The Results

Now Beatgrid can accurately determine which campaigns, tactics, or ad creatives actually drive more foot traffic to retail stores.

By identifying and comparing competitor advertising conversion, Beatgrid was able to help one retail client make more informed decisions, **saving $1.2 million in ad spend** (on a single campaign) while also driving more walk-in customers.

This unique, causal-based attribution from TV and radio ads to foot traffic gives brands valuable consumer insight and an uncanny market advantage to generate millions in additional sales.

Two essential components power this kind of ROI for clients:

- high accuracy location
- battery efficiency.

This location technology helped another Beatgrid customer, a radio broadcaster, close the loop on radio ads to quick-service restaurant attribution by measuring programming from several different radio stations.

- After detecting the relevant ad running across radio stations, Beatgrid used Rezolve Ai's location technology to understand how many consumers who heard the ad actually visited the client's restaurants versus the competitor's restaurants.
- Beatgrid compared the performance of each radio station. The measurement showed an impressive **8% increase in ROI** (more foot traffic) for Beatgrid's client compared to competitor radio stations.
- The radio campaign ad exposure verification and location-based attribution finally enabled the advertiser to measure radio ads at a similar level to digital. This led to more informed ad spend for the radio broadcaster.

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Thanks to Rezolve Ai's precision and accuracy, we're able to deliver a **reliable and sophisticated solution** that improves ad ROI for our clients.

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Daniel Tjondronegoro
Co-Founder of Beatgrid Media

Speak with one of our location experts today to see Rezolve Ai's **award-winning geofencing technology** in action.

Connect with an expert ⟩