S4M
SHOPPER MARKETING MADE EASY

BOOST INCREMENTAL VISITS TO YOUR PHYSICAL STORE(S)

S4M'S COST PER INCREMENTAL VISIT (CPIV) BUYING MODEL
—
Only pay for true additional foot traffic resulting from your mobile campaign

✓ Optimize towards footfall uplift in real-time and maximize your media spend

✓ Rely on impartial measurement with the 3rd party partners

✓ Benefit from a guaranteed and tailored CPIV pricing based on your brand's industry sector, product and campaign context - such as time of the year and target number of stores

AI-POWERED SHOPPER MARKETING PLATFORM
—

Powered by sophisticated machine learning algorithms, FUSIO by S4M's dashboard displays real-time incremental visits and footfall uplift. The platform enables marketers to maximize their media spend by optimizing towards the best performing strategies.

S4M's unique footfall uplift measurement methodology dynamically creates and compares two similar data segments: shoppers exposed and non-exposed to the ad, to measure the incremental impact of your campaign.
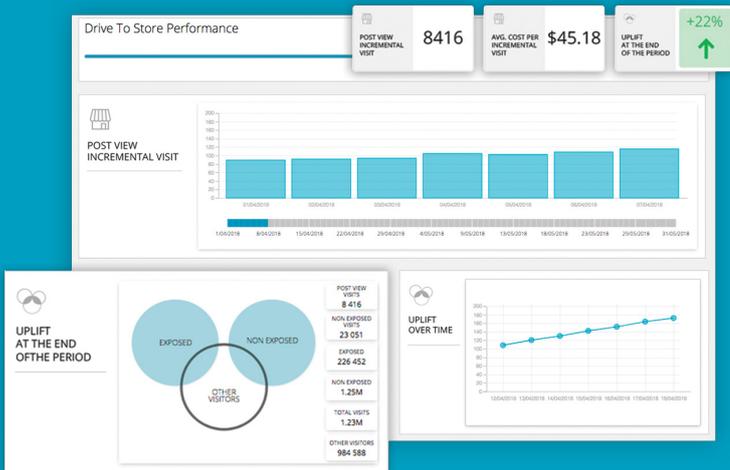
DRIVE BUSINESS OUTCOMES WITH POWERFUL CONSUMER INSIGHTS
—

Top performing stores

Best conversion time

Best conversion day

Time to conversion

Most influential app categories

When it comes to measuring performance, S4M has a unique approach and relies on 3rd party partners or industry standards to ensure impartiality and transparency to advertisers.

adsquare   factual.   Placed   KAIROS   Rippll

Accredited by Media Rating Council®

TARGET HIGH POTENTIAL SHOPPERS WITH DYNAMIC CATCHMENT AREA (DCA)
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Rethink proximity targeting and refine your audience with a disruptive approach. To pinpoint high potential shoppers, simply build your catchment using GeoAffinity areas combined with travel time to your store (by foot and car) – all in real-time.
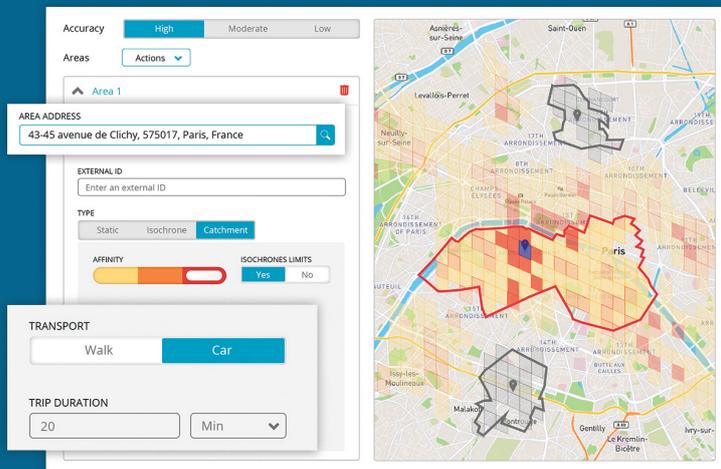
GEOAFFINITY
—

With consumers leading more transient lifestyles marketers can now geotarget only those areas which have a higher saturation of their high potential shoppers.

TRAVEL TIME TO STORE
—

DCA includes a travel time feature so that you can target shoppers at a specific walking or driving time from your store.

These features can be combined for hyper precise targeting or used independently.

LEVERAGE THE MOST ACCURATE LOCATION DATA
—

High quality location data is the key to successful drive-to-store campaigns. **GeoAccuracy® by S4M** is a unique GPS data filter that protects digital campaigns from location data fraud practices:

Latitude & longitude GPS precision

GPS vs. IP location inconsistencies

Remove centroids

Eliminate uninhabited areas

CLASSIFY & ENRICH LOCATION DATA

With a sophisticated ranking system, FUSIO by S4M's algorithm automatically scores and refines raw location data to optimize campaigns bidding on the most accurate locations only.

EXCLUDE FRAUDULENT LOCATION DATA

S4M's proprietary data filter rules out centroids, where there are suspiciously large volumes of shoppers in a given location, and areas that are unlikely to have habitants like oceans.

To discuss how S4M can help drive incremental visits to your physical stores, get in touch!

contact@s4m.io

ABOUT S4M

S4M – Shopper Marketing Made Easy – is the first and only advertising technology that connects brands to consumers by bridging the gap between digital advertising and the real-world. S4M is committed to transparency and full autonomy for its clients from online impressions through to conversions in the real-world or online.
Discover more: http://www.s4m.io