

# Stop counting traffic. Start measuring sales.

If you're trying to measure the impact of your mobile campaigns by counting the customers that walk through your doors, you could be missing something. Increasing store traffic is good. But increasing sales is better. Now, thanks to a partnership with Acxiom, Bullseye for Retail makes it easy to see how your campaign performs at the cash register, where it counts.





## To give your sales a boost, put Bullseye for Retail in your basket.

Whether you're aiming to increase basket size or share of wallet, Bullseye for Retail hits the mark. We started by accurately matching more than 300 million smartphones and tablets to over 100 million households. Then we added our partnership with Acxiom, the world's largest consumer database, with more than 20 billion annual input records, continually updated with the latest purchase data.

## Targeting options as diverse as the customers you serve.

With Bullseye, you can mine your own POS data to target your best customers. To boost sales outside your current customer base, Acxiom provides over 4,000 audience propensities, identifying buyers and influencers, preferred products and brands, stores and channels, seasonality, and even payment methods. It's the most accurate and flexible audience reach in any channel. And Acxiom audience propensities deliver a minimum 100% validated sales lift. Segments include:

- Accessories
- Apparel
- Footwear
- Seasonal
- Flash sales
- Electronics
- Moms
- Pets
- Home improvement
- Housewares

## Adding Bullseye HyperLocal drives traffic and ignites sales.

There's a time and a place for everything. Especially in the retail environment. With Bullseye HyperLocal, you can supplement your campaign by pinpointing specific locations to deliver vital messages when and where they have the most impact on the decision-making process. Target prospects at specific stores or dealer locations, and retarget them after visiting. Reach out with coupons, bundled offers and other incentives to buy. Mobile ads let you stay in front of these valuable consumers every step of the way.

## Measure what matters.

With brick and mortar locations, it probably doesn't matter if your target tapped an ad or visited a website. You want them to buy. That's why Bullseye for Retail gives you the ability to measure the actual sales impact of your mobile campaigns. And when you consider that Bullseye advertisers have seen up 1,000% Return on Ad Spend, you'll realize that mobile could add to your bottom line success.



800.206.8818 • [www.4info.com](http://www.4info.com)

155 Bovee Road, Suite 200 • San Mateo, CA 94402  
460 Park Avenue South, 12th Floor • New York, NY 10016

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