PlaceIQ PVR
Powered by Comscore

Quantify the impact of TV and digital advertising on store visitation

PlaceIQ PVR Powered by Comscore helps marketers, agencies and media companies measure the incremental lift in store visitation generated by TV and digital advertising.

Through the secure combination of trusted Comscore TV insights, vCE® ad tagging and PlaceIQ visitation data, PVR provides granular insight into the networks, publishers and dayparts that contribute most to visitation – helping users optimize their media mix to drive consumers to their commercial locations.

FLEXIBLE SOLUTIONS FOR ALL ADVERTISERS

The majority of purchases in the US happen offline, and many marketers aim to drive these store visitations with TV and digital advertising. Understanding the impact of this advertising investment is critical to driving strong ROI.

Retail
Link ads to the lift in incremental customer visits to your stores.

Automotive
Understand whether your ads are driving prospective buyers to your dealerships.

Restaurant
Measure the impact of advertising on getting diners into your restaurants.

CPG
In partnership with your grocery distributors, measure the impact of your co-op advertising.

Travel
Learn how your advertising drives people to visit your destination or use your travel services.

SCALABLE LOCATION INSIGHTS

This solution measures millions of households’ visitation for independent, statistically-significant results.

Linear and Addressable TV Data
Comscore TV data is sourced from millions of passively-collected set-top box households, providing greater scale than small panels or smart TV devices alone.

Desktop and Mobile Digital Data
Digital ad exposure is sourced from Comscore’s vCE and viewability ad tags, allowing for viewable PVR providing an apples-to-apples comparison with TV.

Scalable Location Data
With thousands of in-app integrations, PlaceIQ technology passively observes the movements of over 190 million unique devices as users move throughout their daily lives.

Advanced Audiences
Beyond advertising lift, PVR provides insight into the lifestyles and shopping behaviors of your audiences through matching exposed households to additional household characteristics.

Ready to learn more?

To learn how Comscore can help you make business decisions with confidence, contact your Comscore representative or email learnmore@Comscore.com.