Gravy Analytics and National CineMedia Unlock Dynamic Customer Insights with Geo-Location Data

Overview: Matching the Right Audience to the Right Advertiser

National CineMedia (NCM) utilizes Gravy Insights to determine if NCM theatre patrons will visit surrounding retail businesses.

THE CLIENT

NCM is a movie theatre advertising network with screen ownership in theatres across the United States. NCM displays ads to over **750 million patrons in movie theatres, online and through mobile technology.**

TARGET MARKET

NCM caters toward movie theater attendees on both a local and national level. The majority of the company's target market are millennials (ages 18-34) with some disposable income.

NCM and Gravy Analytics Come Together

NCM had previously been relying on U.S. Census data for information about the local population living in proximity to its theatres, but the company lacked the ability to acquire in-depth insights about their audience's movie-going habits. NCM struggled to create demographic profiles for the audiences who viewed the ads on theatre screens in their individual theatres. Their goal was to determine if the individuals viewing theatre ads ultimately visit the stores of the brands being advertised on screen.

While other geo-location firms merely tracked where movie watchers went after their movie viewing experience, Gravy Analytics was able to go one step further and leverage location intelligence to provide actual behavior data on whether certain audiences were likely to make a purchase based on their likelihood of visiting a brand's storefront.

THE SOLUTION

Gravy provided NCM with a series of insight reports and analyses of movie theaters in the Florida and Albuquerque, New Mexico markets during Q1 2018 and Q2 2018. When Gravy analyzed visitations at the theaters and indexed it to the general population in the surrounding ZIP code, it found that theater visitors were much more likely than the general population to visit an array of chains, including those advertising on screen.

At a glance, the data revealed:

How new movie releases led to large spikes in visitation patterns

How audience behaviors shifted over the two quarters

How NCM audience visitation behaviors and buying preferences compared to the behaviors of the general population

RESULTS BY THE NUMBERS

Gravy identified that NCM moviegoers were predisposed to make retail and entertainment purchases from local brands. When compared to the general population, NCM moviegoers were found to be:

10x more likely to shop local brands

4x more likely to be upscale shoppers

2x more likely to visit amusement parks and attend concerts

By aggregating data from seven NCM theater visitor populations, Gravy exhibited that NCM theater goers:

Visited an average of **1.42 theaters** in Q1 of 2018

Spent an average of **133.4 minutes** either: at the movie theater, spending time watching the movie, waiting for someone, or using lobby or facility assets

When analyzing visitation preferences for global brands:

NCM audiences were **86%** more likely to shop at Panera Bread and **24%** more likely to shop at Best Buy

Valuable Use of Gravy Services

With access to Gravy's data, NCM was able to close more deals with brands and continue to upsell to its existing clients by proving the value of hosting advertisements on the big screen.

ABOUT GRAVY AND LOCATION DATA

Gravy Analytics is a leader of providing location intelligence for businesses in industries including: retail and restaurant, commercial real estate, financial services and insurance, travel and hospitality, sports and entertainment, digital out-of-home and connected TV, and automotive.

Gravy's location data platform processes and cleanses billions of anonymous location signals from millions of opted-in mobile devices using its AdmitOne™ verification engine. This insight is then used to reveal visitation patterns, brand loyalty, and consumer behavior classifications. This information can then be used to provide context into the attendance habits and preferences of target audiences, allowing your business to better market to them and increase sales.

DO MORE WITH LOCATION INTELLIGENCE

Verified location insights can provide your business with:

- **New Customer Acquisition** - Identify previously untapped audiences likely to engage with your brand.

- **Performance Benchmarking** - Determine the most successful methods for promoting visits and product sales.

- **Customer insights** - Improve customer satisfaction and better understand consumer preference.

- **Competitive intelligence** - Compare your foot traffic to your competitors' and identify lucrative opportunities to stand out from the crowd.

- **Conquesting** - Develop targeted campaigns to engage your competitor's customers.

- **Program & Sponsorship Opportunities** - Increase brand awareness and better engage current and existing customers.

Interested in learning how Gravy Analytics' location insights can promote the success of your marketing campaigns and drive your company's industry presence? [Request a consultation](#) today with our experts to start a conversation about which location intelligence solutions can help your company meet its business goals.

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