

Online to Store Animation Video

THE RUNDOWN

Does online advertising influence in-store sales? Two studies say yes. Quaker Oats was able to boost sales 9% as a result of creating a targeted YouTube campaign. HP computers partnered with Google to create a search-based ad campaign, realizing \$5 ROI for every dollar spent.

THE GOALS

- Determine how online ads affect offline sales

THE APPROACH

- Compare sales of brands with online ads

THE RESULTS

- The examples show a strong relationship

Source: Online to Store Animation Video