

THREE

+9.5%

Footfall increase

+42%

Purchase intent

Creative: **DCO** Channel: **DOOH**

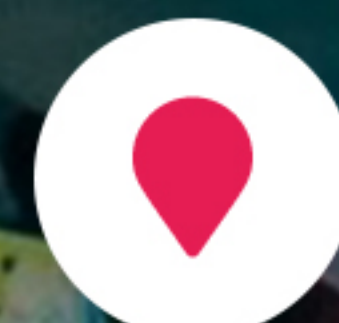
Data points used



Footfall



Time



Location

CAMPAIGN

Three used StoreBoost to deliver a multi-mall campaign to drive customer visits to their stores. The campaign used real-time occupancy data from the stores to activate the campaign when footfall was -10% in-store. A queue time graphic displayed when the store was not busy to encourage potential customers to speak to staff.

RESULTS

- Dynamic creative - cashback offer with live queue time
- Total impressions delivered 1.8m across 10 malls
- Average store footfall uplift +9.5%
- 50% of activated days delivered positive footfall uplift
- +42% increase in purchase intent during campaign

ENVIRONMENT

10 national malls:
Liverpool, London, Milton Keynes, Cardiff, Thurrock, Dartford, Glasgow, Leeds, Nottingham