



CAMPAIGN

Lacoste used StoreBoost to drive customer visits to their Westfield London store with a new collection launch. The campaign featured 5 creative variations and used real-time occupancy data from the store to show current queue time to potential customers and encourage visits.

RESULTS

- Dynamic Ad - New collection with live queue time
- Total impressions delivered 91,115
- Return on investment x11 ROI
- Average footfall uplift +7%
- +64.5% increase in sales

CLIENT

“StoreBoost showed the effectiveness of proximity based OOH for our latest promotional campaign, delivering outstanding results”

Laurene Pellegrini - CEO Lacoste UK