



THE
ABNORMAL
BEAUTY
COMPANY.
DECIEM

DECIEM
Westfield London Mall

+18%

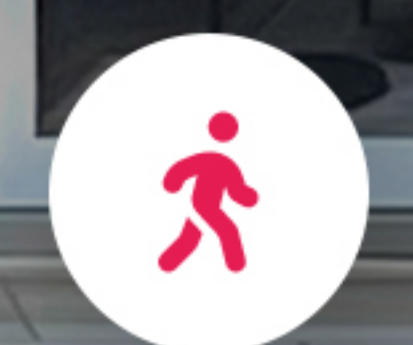
+5%

Sales increase

Footfall increase

Creative: DCO Channel: DOOH

Data points used



Footfall



Time



Location

CAMPAIGN

Deciem used StoreBoost to drive customer visits to their Westfield London store. The campaign used real-time occupancy data from the store to show a free consultation ad when the store was not busy. In addition, a product gift ad displayed when the mall footfall was indexing +10% higher than average.

RESULTS

- Impressions delivered 374,424
- +5% footfall increase to store
- +18% increase in all product sales
- Ad recall on digital screens +116%