

ASPINAL  
of  
LONDON

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Westfield London Mall

+114%

Sales increase

+8.5%

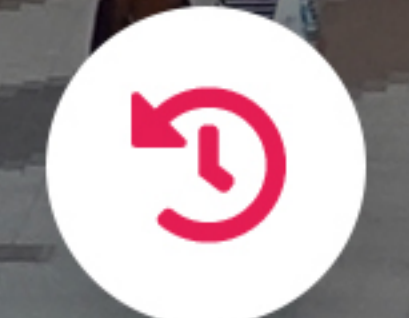
Footfall increase

Creative: **Linear** Channel: **DOOH**

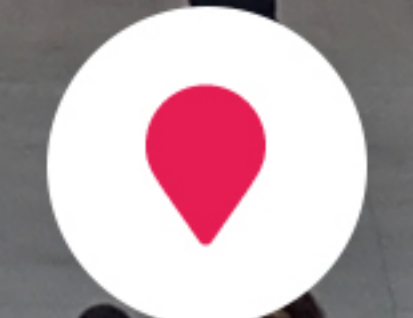
Data points used



Footfall



Time



Location

### CAMPAIGN

Aspinal used StoreBoost to drive customer visits to its Westfield London store at quiet periods. Using real-time occupancy data from the store, Aspinal was able to activate pre-set digital ads in Westfield when footfall was low based on a pre-set media budget.

### RESULTS

- Campaign ran for 2 weeks between 10am - 10pm
- Ads - New season products and 15% discount offer
- Total impressions delivered 57,874
- Average footfall uplift +8.5%
- +114% increase in sales between 10am - 2pm