

DEEZER

Westfield London + Stratford Malls

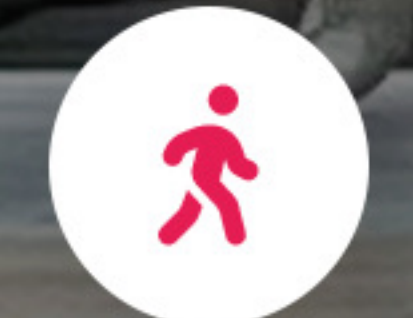
+20% +117%

Media optimisation

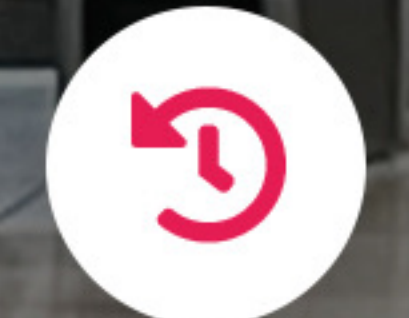
Web clicks 'deezer offer'

Creative DCO Channel: DOOH

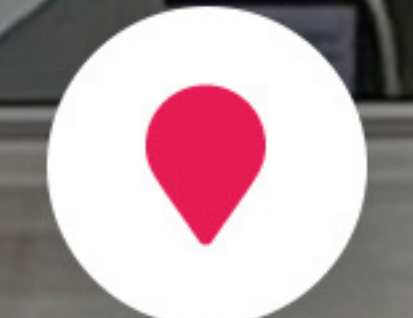
Data points used



Footfall



Time



Location

CAMPAIGN

deezer used StoreBoost to raise brand awareness and drive subscription sign-up through a limited time offer. The campaign featured 4 creative variations and was only activated when the Westfield mall was busy. A QR code in the poster allowed visitors to access the offer directly.

RESULTS

- Dynamic Ad - time based messaging in 4 variants
- Ads only activated when mall +20% busier than normal
- Total impressions delivered 600,000
- QR code in poster allowed direct access to offers
- +14 % increase in search traffic for keyword 'deezer'
- +117% web clicks on 'deezer offers'

CLIENT

"StoreBoost showed the effectiveness of an optimised proximity based campaign at Westfield, delivering positive results"

Katia Frolov - deezer marketing

