Talk tech with tech people.

Queue time is
Low. | | | | | High.

▲

Free to talk now.
Currys Westfield on the first floor.

17:22 PM

currys

CURRYS
Westfield White City

+7%
Footfall increase

+9%
Purchase intent

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

Data points used

Footfall   Time   Location

CAMPAIGN

Currys ran a StoreBoost campaign featuring the expertise and help offered by their staff. Using real-time occupancy data from StoreBoost sensors in the store the campaign activated when customer advisors were available to aid and serve customers.

RESULTS

- Average +7% increase in footfall to store
- 67% of campaign days saw increase in footfall to store
- Shopper purchase intent up +9% during campaign
- Total impressions delivered 225,882

StoreBoost