



Boots

BOOTS

Manchester Airport

+10%

Sales increase

+5%

Footfall increase

Creative: DCO Channel: DOOH

Data points used



Flight



Time



Footfall

CAMPAIGN

Boots used StoreBoost to increase traveller awareness of their Soltan products and drive footfall to their Manchester airport stores. Footfall was measured by the StoreBoost sensors in store. The campaign delivered dynamic creative using flight data to provide enhanced context and relevance for the product range depending on traveller destination.

RESULTS

- Dynamic ad - featuring flight destination copy
- Ad optimized using flight data and time of day
- Average footfall uplift +5%
- +10% increase in sales of Soltan products compared to 12 control airport stores

CREATIVE

