



Boots

BOOTS

National Malls

+21%

Footfall increase

60%

Ad Recall

Creative: DCO

Channel: DOOH

Data points used



Location



Time



Footfall

CAMPAIGN

Boots used StoreBoost for their Christmas campaign at key stores across UK malls. Footfall was measured by the StoreBoost sensors in store. The campaign delivered a countdown to Christmas creative and a direction to store message. All 9 stores saw a positive footfall uplift during the 2 week campaign.

RESULTS

- Dynamic Ad - countdown to Christmas
- Average footfall uplift across 9 stores +14%
- 64% of the campaign days saw positive 2hr footfall uplift
- 60% of shoppers recalled the Boots creative

CREATIVE

