



CAMPAIGN

Three used StoreBoost as part of their iPhone 12 launch to drive customer visits to 5 of their central London stores. The campaign used real-time occupancy data from the stores to show current queue time to potential customers in proximity to the stores.

RESULTS

- Dynamic creative - iPhone 12 offer with live queue time
- Total impressions delivered 465,932
- Average store footfall uplift +11%
- Dynamic ad recall +15% compared to static
- 79% of people liked to know current queue time

AWARD

Apple iPhone 12 launch campaign
CAMPAIGN MEDIA AWARDS 2021
Shortlisted - Retail category