



BUSABA

Westfield London Mall

+23.5%

Sales increase

+14%

Footfall increase

Creative: Linear Channel: DOOH

Data points used



Footfall



Time



Location

CAMPAIGN

Busaba used StoreBoost to drive customer visits to their Westfield London restaurant when it was not busy. Using real-time occupancy data from the restaurant, Busaba was able to activate pre-set digital ads in the Westfield mall when seats were available.

RESULTS

- Campaign ran for 2 weeks between 12pm - 4pm
- Ads - Busaba Bowls offer and direction to restaurant
- Total impressions delivered 103,787
- Average footfall uplift +14%
- +23.5% increase in sales of Busaba Bowls

CLIENT

"We were thrilled with the results for the Busaba Bowls promotion and will be using StoreBoost again"

Regional Store Manager Busaba