



NESPRESSO®

NESPRESSO
Westfield London Mall

+40.5% x5

Sales increase

Return on investment

Creative: DCO Channel: DOOH

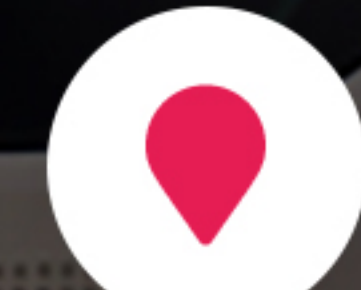
Data points used



Footfall



Time



Location

CAMPAIGN

Nespresso used StoreBoost to drive customer visits to their Westfield London store with a product offer. The two week campaign used real-time occupancy data from the store to show current queue time to potential customers and encourage visits.

RESULTS

- Dynamic Ad - Nespresso Vertuo offer with live queue time
- Total impressions delivered 151,134
- Return on investment x5 ROI
- Average footfall uplift +5%
- +40.5% increase in sales of Vertuo coffee machines and coffee capsules

CLIENT

“StoreBoost helped us create and test a new model of proximity based OOH for our latest promotional campaign, delivering encouraging results”

Ali Noble - retail marketing specialist Nespresso UK