

EE SAMSUNG GALAXY

Westfield London Mall

+8%

Footfall increase

+25%

Increase in Ad recall

Creative: DCO Channel: DOOH

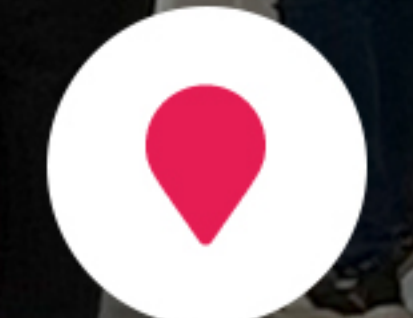
Data points used



Footfall



Time



Location

CAMPAIGN

EE used StoreBoost to support the launch of the new Samsung Galaxy 22 mobile phone. The campaign used real-time footfall data from the store to activate the campaign when the store was not busy. The store saw a positive footfall uplift and outperformed the mall during the campaign period.

RESULTS

- Impressions delivered 491,119
- +8% footfall increase to store
- +24% increase in purchase intent
- Ad recall on digital screens +25%

CLIENT

“The Storeboost campaign drove strong footfall and brand results and we are excited to collaborate on more innovative projects in the future.”

Katie Fleming - retail marketing EE

