

Programmatic showcase

Driving footfall in-store via occupancy-triggered creatives

Campaign objective

- Increase sales and footfall during quiet periods in-store

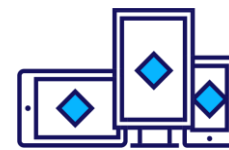
Using real-time occupancy data from the store, Aspinal was able to activate pre-set digital ads in Westfield when footfall was low. The campaign ran for three weeks with two creatives; one featuring a 15% offer and the other with directional copy to help drive footfall to the store.

JCDecaux frames within Westfield automatically triggered the creatives when the store footfall fell below 25% of the historical value. The media was activated predominantly between 10am – 2pm.



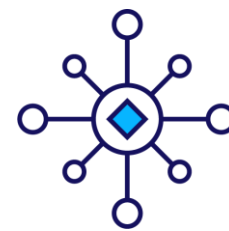
Target audience

- Affluent audience, luxury goods shoppers



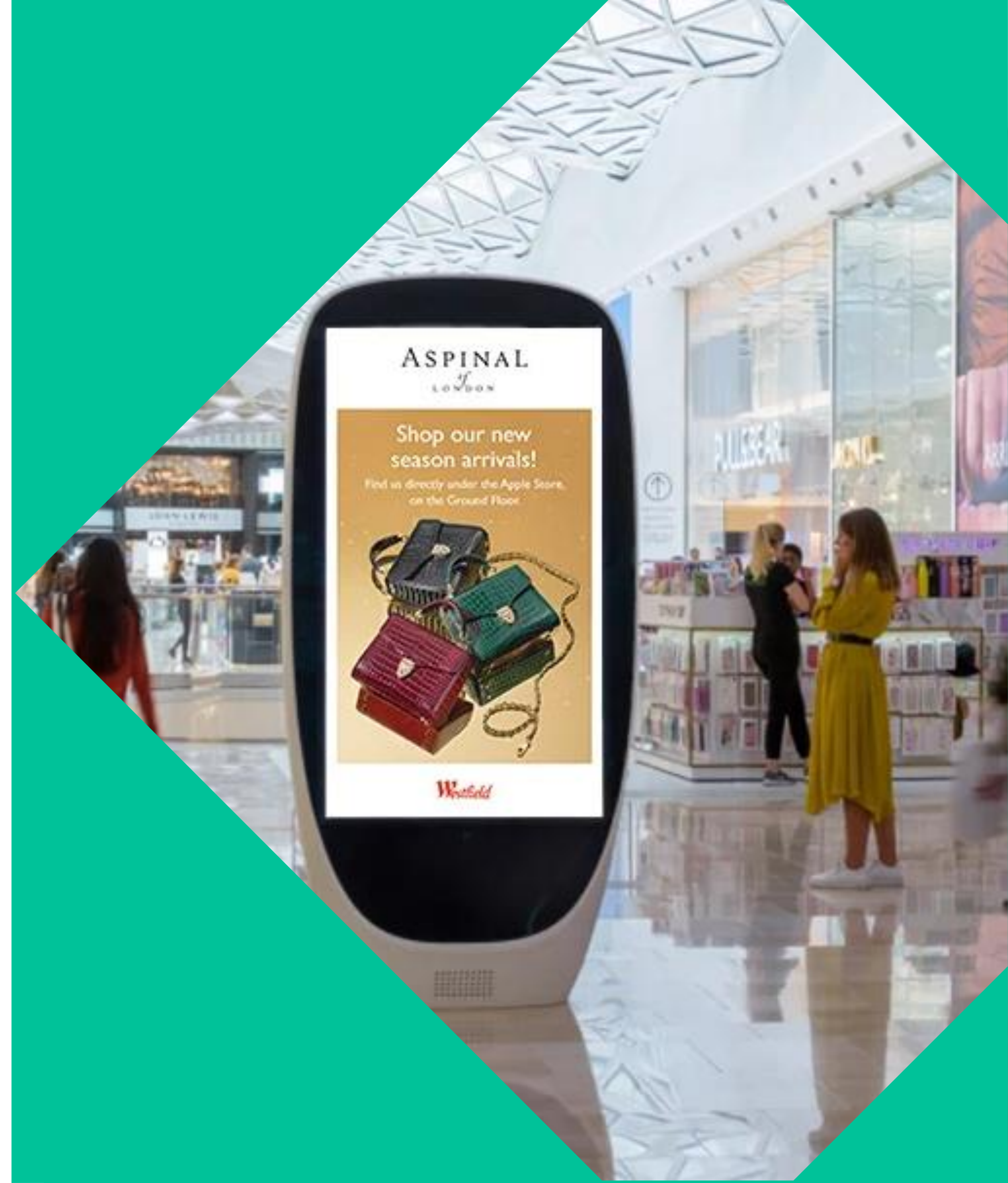
Campaign specification

- Non-guaranteed



Inventory

- Mall inventory in Westfield London



Campaign results

+8.5%

Average footfall uplift

+114%

Increase in sales between 10AM-2PM

