

Programmatic showcase

Driving visitors in-store using dynamic creative and prOOH

Campaign objective

- Stabilise the footfall to the store throughout the day
- Increase sales of Nespresso's products in-store

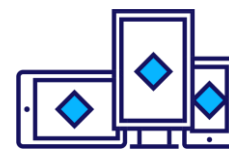
We worked with The Cloud + Compass and StoreBoost to create a campaign that directly addressed Nespresso's objectives.

The campaign ran dynamic creatives set via programmatic triggers based on live footfall data, displaying these via JCDecaux screens in close proximity to the store. These were triggered when footfall was low in-store and displayed a number of varying visuals including a virtual queue-time.



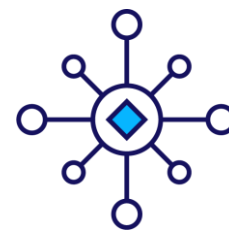
Target audience

- Visitors to Westfield mall



Campaign specification

- Dynamic creative triggered by live footfall data using an integrated 'Digital Doorman'



Inventory

- JCDecaux screens in Westfield in close proximity to the Nespresso store

In collaboration with



The dynamic creative included:

Geo-targeting

All DOOH screens were location-aware and could direct consumers to the store

Dynamic queue time

During COVID-19, the ability to prompt visitors to the store when numbers were low promoted safe shopping

Time & Price

A live clock showed visitors that the content was specific to the time/ place, while live pricing data ensured products could not be found cheaper online

Campaign results

19.5%

Increase on sales of all products during campaign period

5x

ROI on the total investment



13% uplift on brand awareness

9% uplift on purchase intent

Campaign results

Digital Doorman footfall data showing stabilised visitors throughout the day



“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