

JCDecaux

BOSS

BOSS  
UK Malls

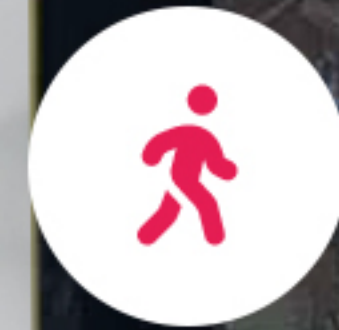
THEY'RE MADE **+7.5%** **+275%**

Footfall increase

Purchase intent

Creative: **DCO** // Channel: **DOOH**

Data points used



Footfall



Time



Location

## CAMPAIGN

BOSS used StoreBoost to deliver a campaign to drive customer visits to their store. The campaign used real-time occupancy data from the store to activate the campaign only when footfall was +10% in the mall.

## RESULTS

- +7.5% increase in footfall to store across the campaign
- 70% of activated days delivered positive footfall uplift
- Purchase intent increased by +275% during the campaign
- Video creative with store location