



Footfall Analysis Summary

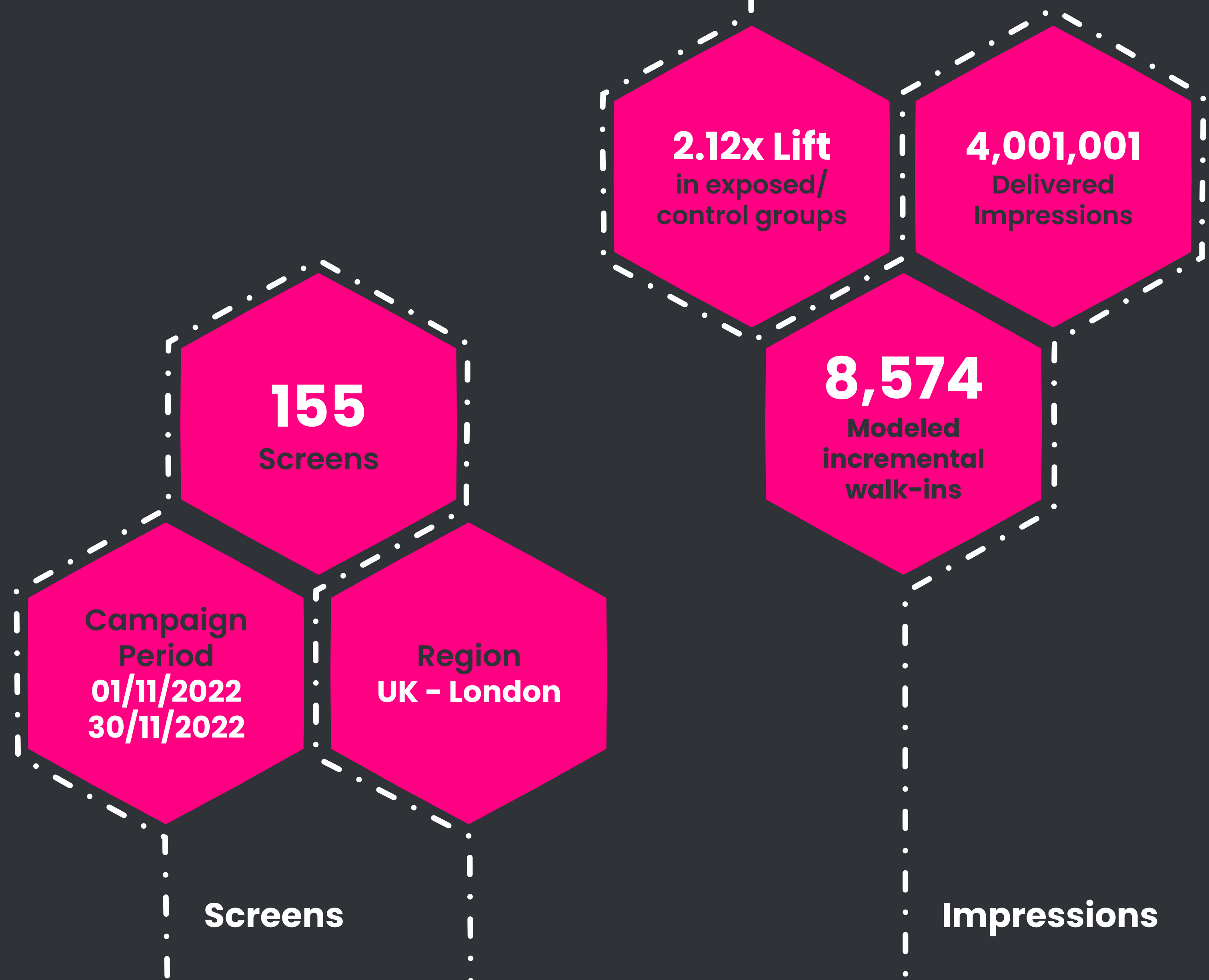
Zoom Media x Gillette



Footfall Strategy

Hivestack ran a programmatic DOOH campaign for Zoom Media UK x Gillette in England.

The objective of this study is to measure the campaign's impact on the visitation rate of several places across England.



Lift.

Overall lift: 2.12x lift

Comments :

The overall lift is strong, with more than 8,500 modeled walk-ins. The campaign has been running in London but the geofences were actually all across the country –with no surprise the best performing area has been London.

ZOOM™ 104823 King C Gillette

Gillette

Overall summary

9.69%

Control ⓘ

20.56%

Exposed ⓘ

2.12x

Lift ⓘ

8,574

Modeled Incremental Walk-ins ⓘ

Map audience

Control

Exposed

Map

Locations

Screens

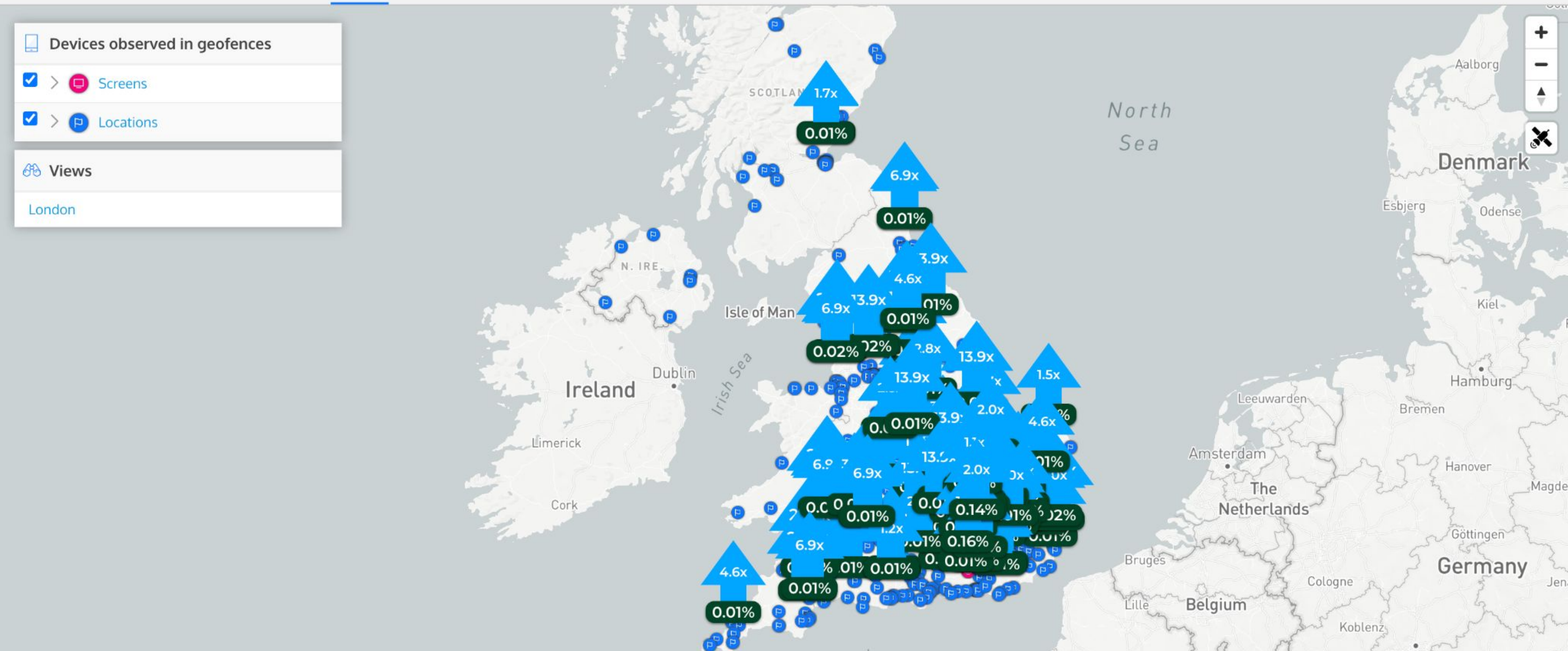
Devices observed in geofences

Screens

Locations

Views

London





Hivestack

Thank you.



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