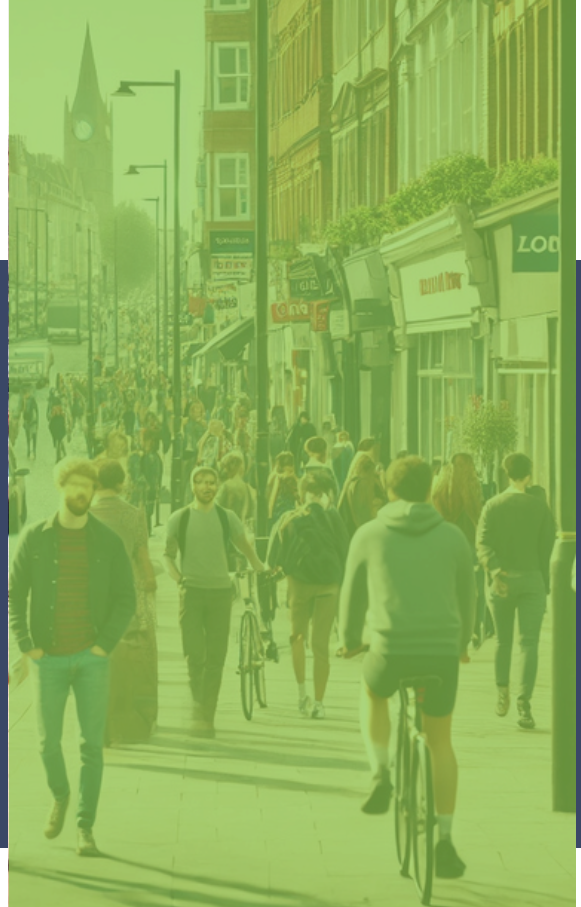


# Smarter Local Marketing Using Dynamic Footfall

**Client:** National Fast Food Restaurant Chain



## The Challenge

Our client is a national fast food restaurant chain, they wanted to plan a major local marketing campaign to support the opening of their new sites in suburban towns across the UK. Traditionally, they had chosen areas for OOH advertising, door drops and some pop-up events based on their local knowledge and visible foot traffic.

However, previous campaigns had shown mixed results as they had achieved high visibility but this hadn't translated into engagement, as some key promotions had underperformed. They needed to find a solution to help them to target their marketing activity more precisely and cost effectively.

## The Solution

Using **Dynamic Footfall**, our client was able to:



Pinpoint high-footfall areas at key campaign times, ensuring ads and promotions were placed where potential customers were most active.



Prioritise advertising spend on proven high-performing zones rather than relying on assumptions about busy-looking streets.



Target the right audiences by identifying whether foot traffic was driven by people who live there, work there or are just visiting the area.



Time campaigns for maximum impact, matching promotions to peak pedestrian hours across weekdays and weekends.

Dynamic Footfall allowed our client to focus their marketing where foot traffic was strongest, leading to a 28% increase in campaign engagement and a 15% uplift in restaurant visits, compared to their previous local campaigns.