



## Case Study

How a Supermarket Brand used Rippl to  
measure Footfall from mobile ad campaign



# Measuring footfall using Rippl

A popular Supermarket brand wanted to measure the uplift in Footfall as a result of a mobile ad campaign. The key challenge for them was to compare both the uplift in Visits and also Time spent in store.



**Brief**

Find out if mobile campaign drives more visits



**Action**

Rippl compared the consumers exposed to the ad campaign to a control group who didn't see the campaign and then data mined the time and frequency of their visits to the supermarket



**Result**

It turned out that consumers exposed to the ad campaign visited roughly the same number of times as the control group, but that they spent 30% longer in store resulting in higher spend hence the campaign was deemed a success.



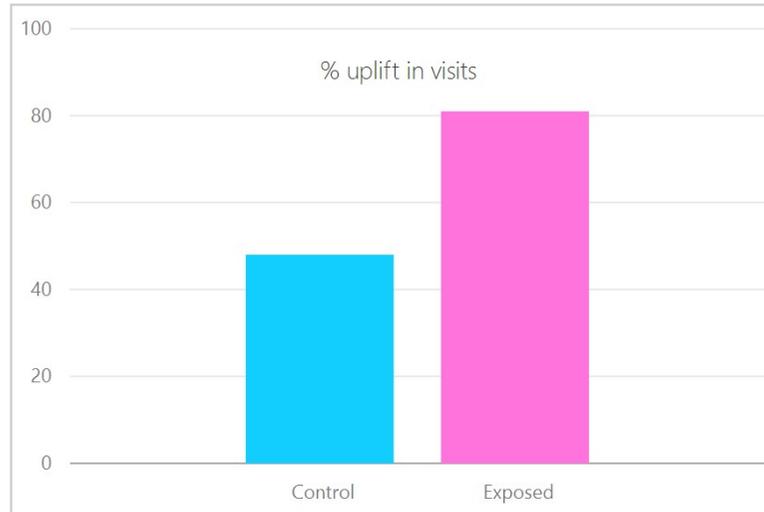
# Supermarket Footfall Report

Analysis of Ad Campaign Effectiveness  
Built using 'always-on' app GeoData

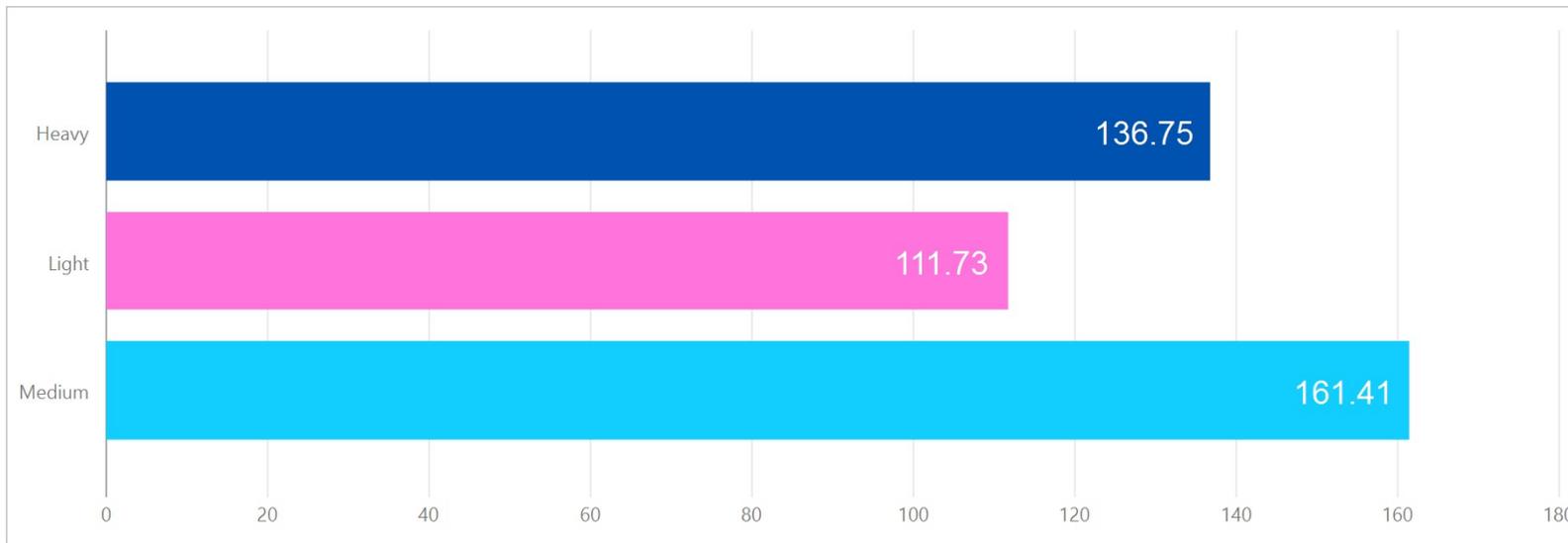


# Campaign uplift

The campaign drove a 145% uplift in store visits for all shopper types.



% Campaign uplift  
**140.52**



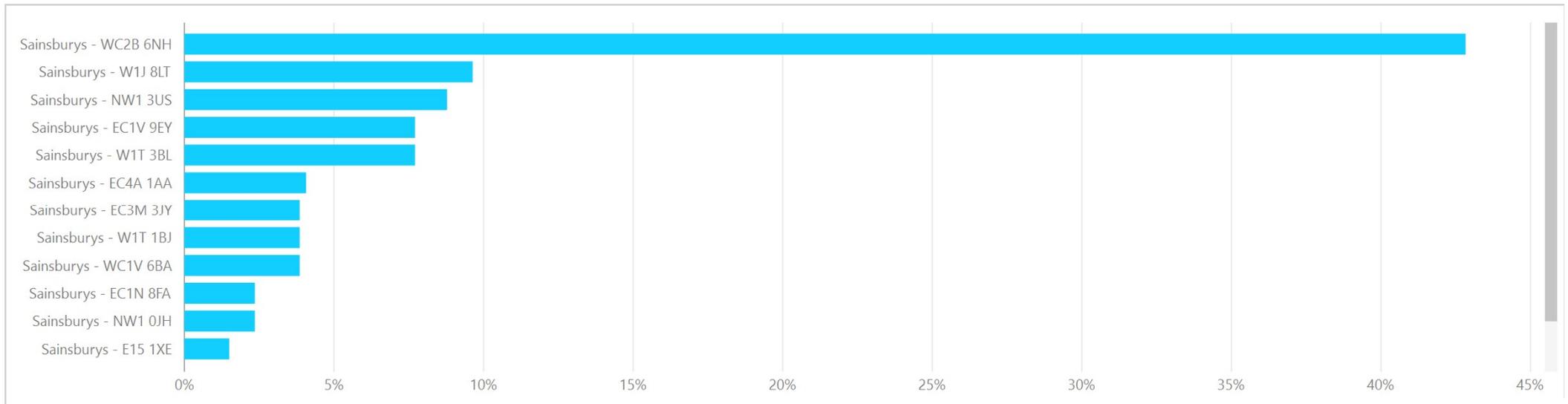
**Heavy shopper**  
Visited more than 6 times

**Medium shopper**  
Visited 3 to 6 times

**Light shopper**  
Visited up to 3 times

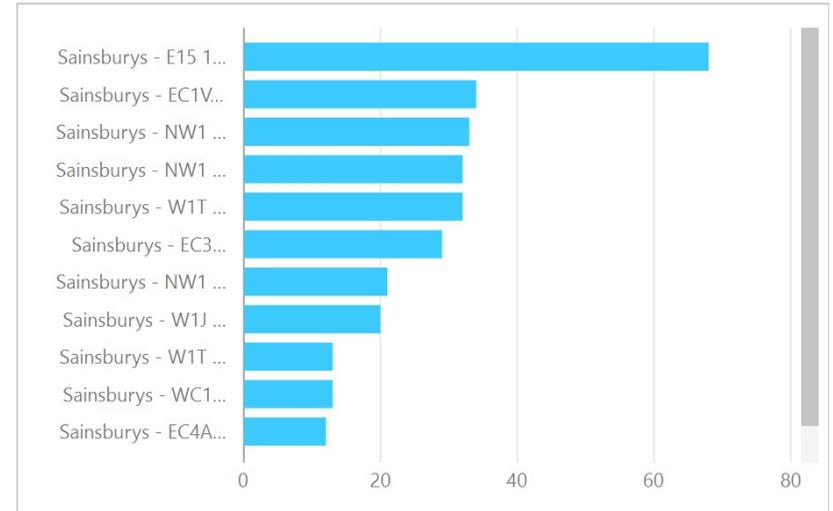
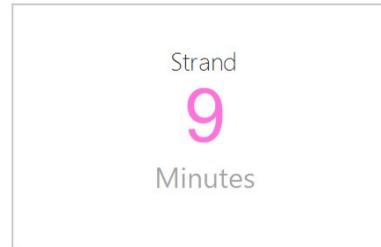
## Visits by Store

The large Holborn store took 42% of all visits for the campaign and 20% of all visits recorded just on Wednesdays.



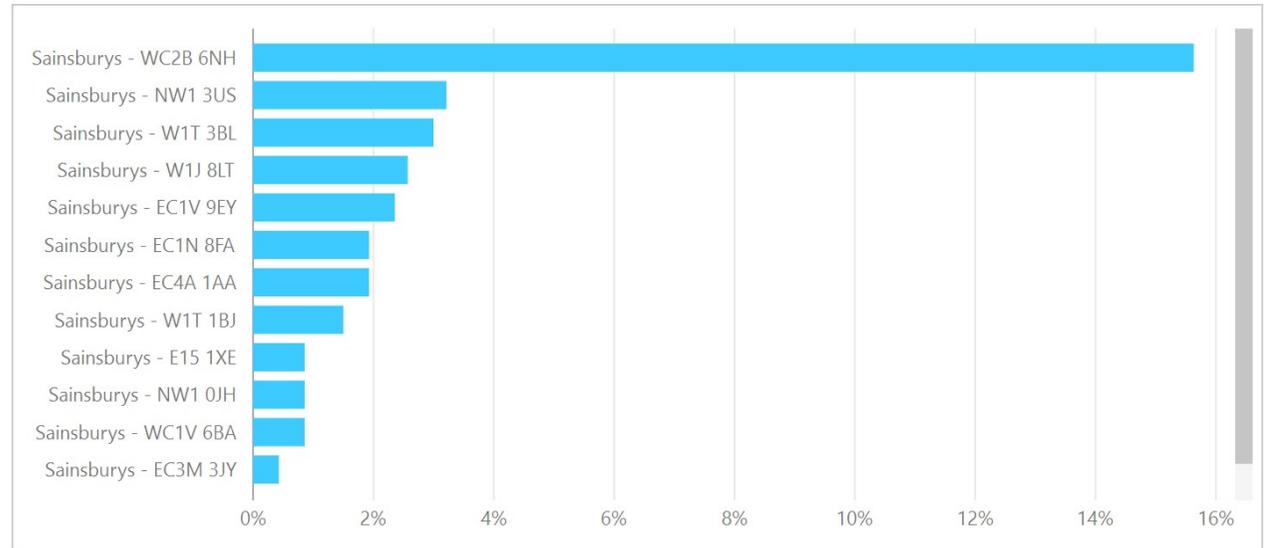
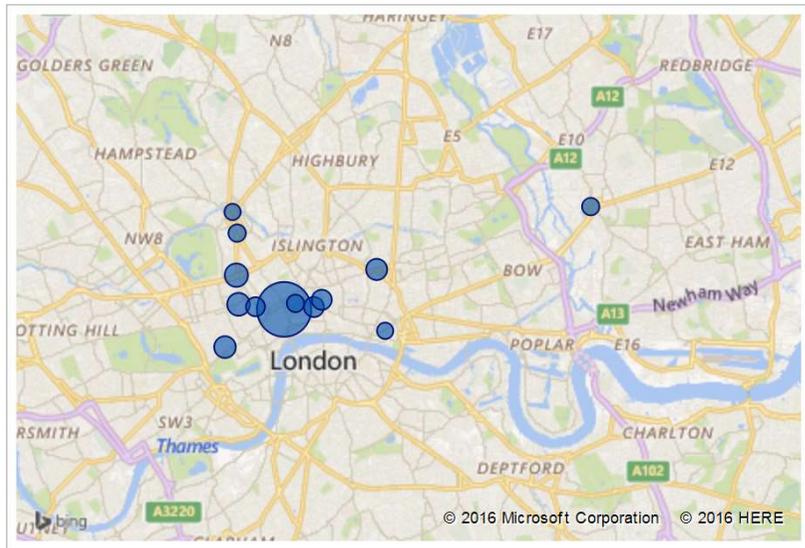
# Time spent in Store

Shoppers spend exponentially less time in store the more central (& hence busy) it is.



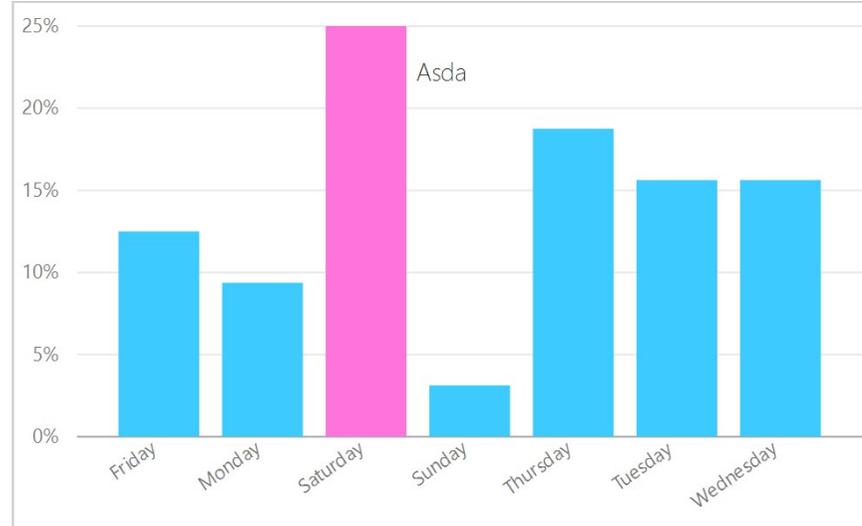
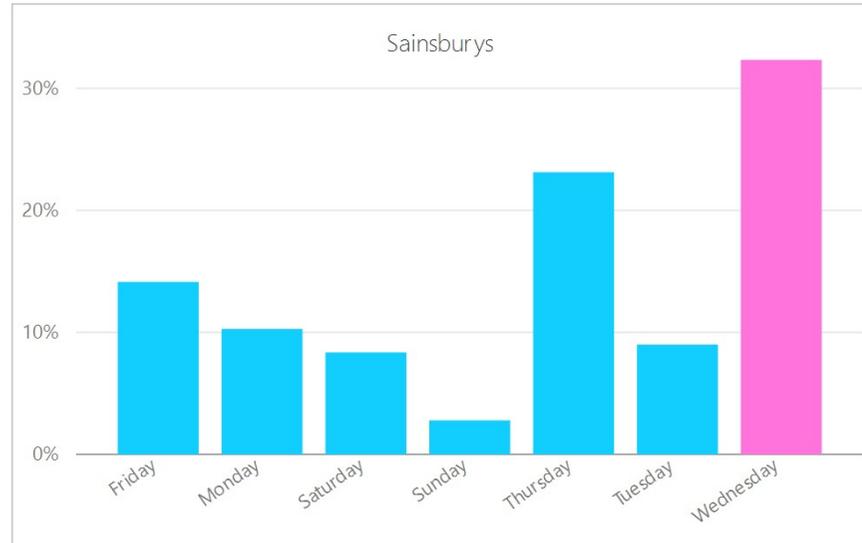
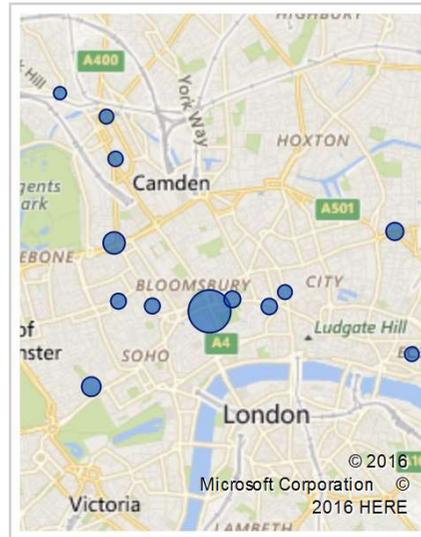
# Store visits by week

The third week of the campaign was the most successful at driving users to store.



# Weekend visits to Asda

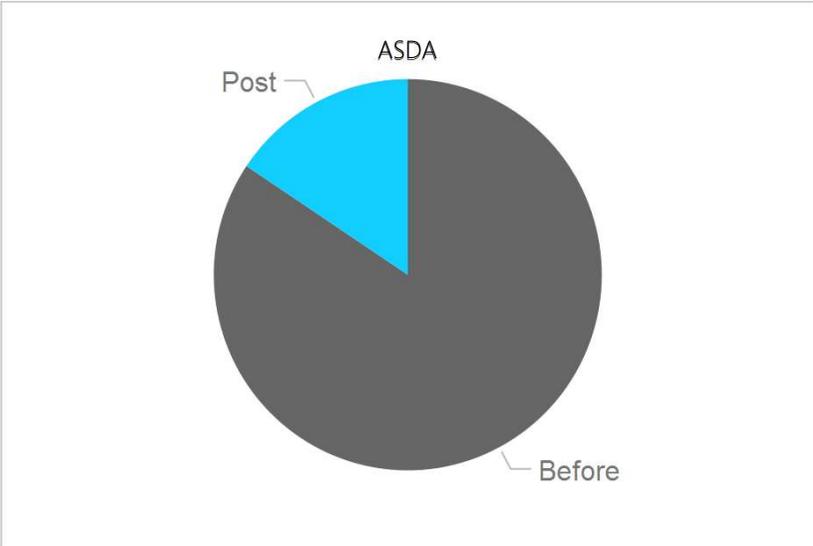
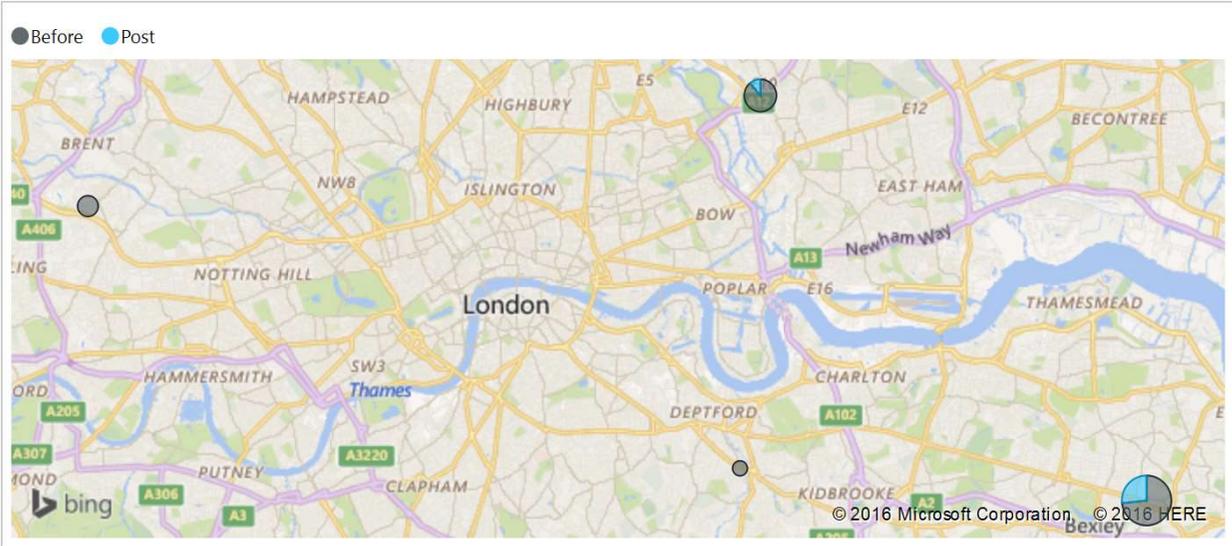
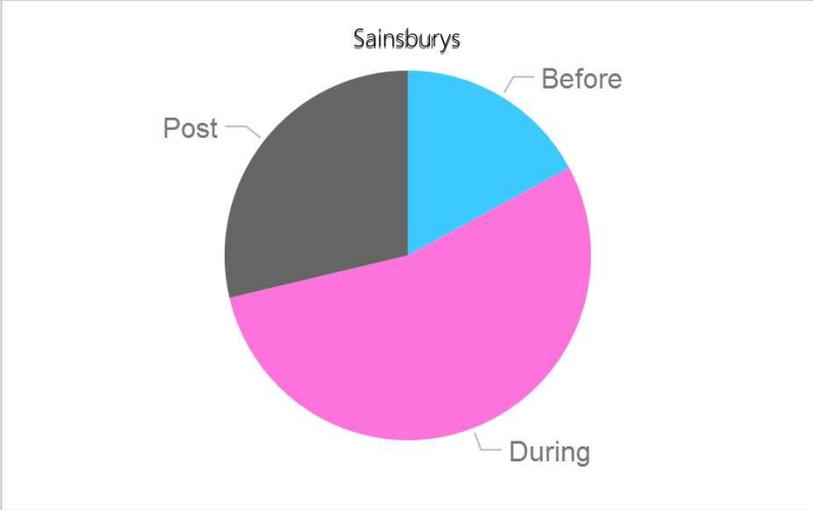
12% of the shoppers targeted shopped at Asda in the weekend.



# Market share vs Asda

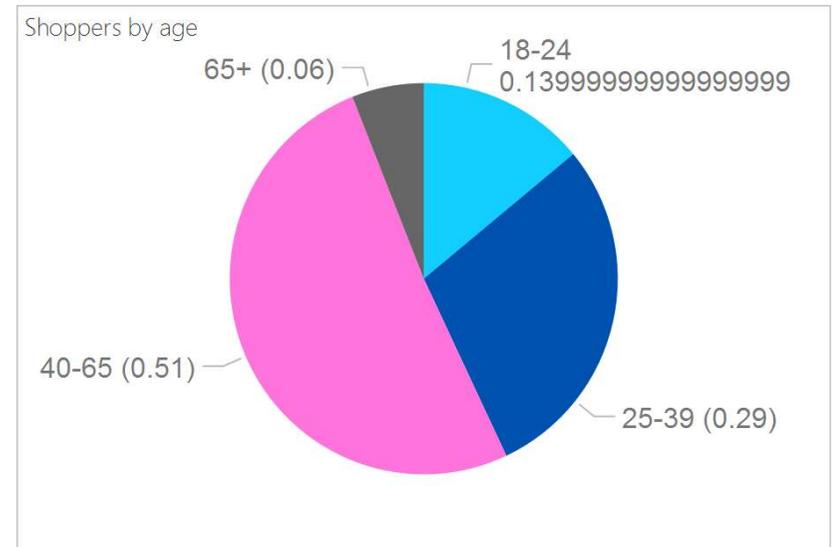
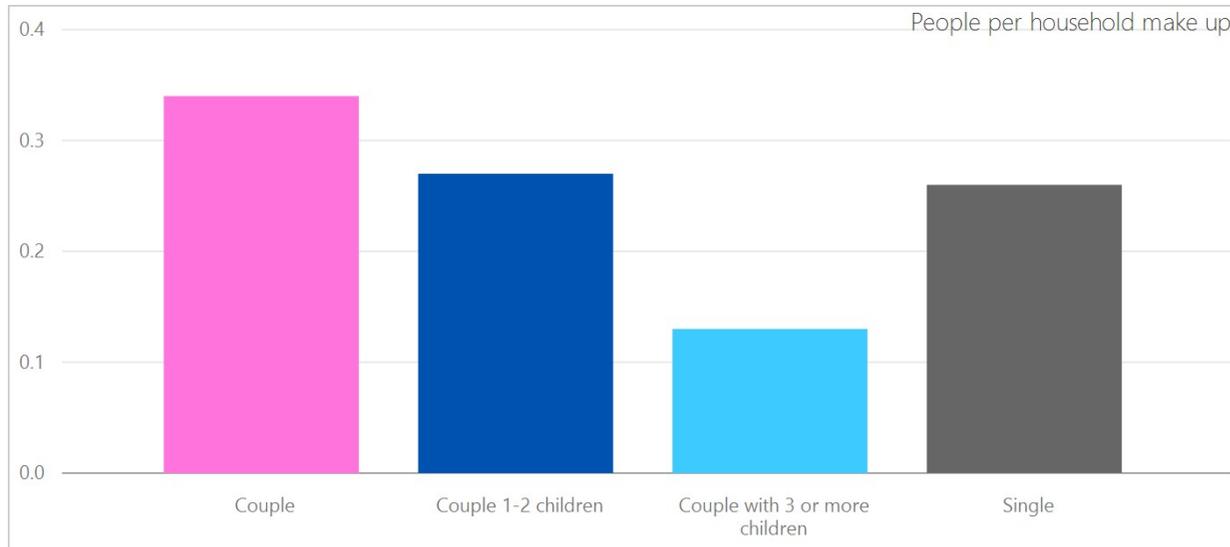
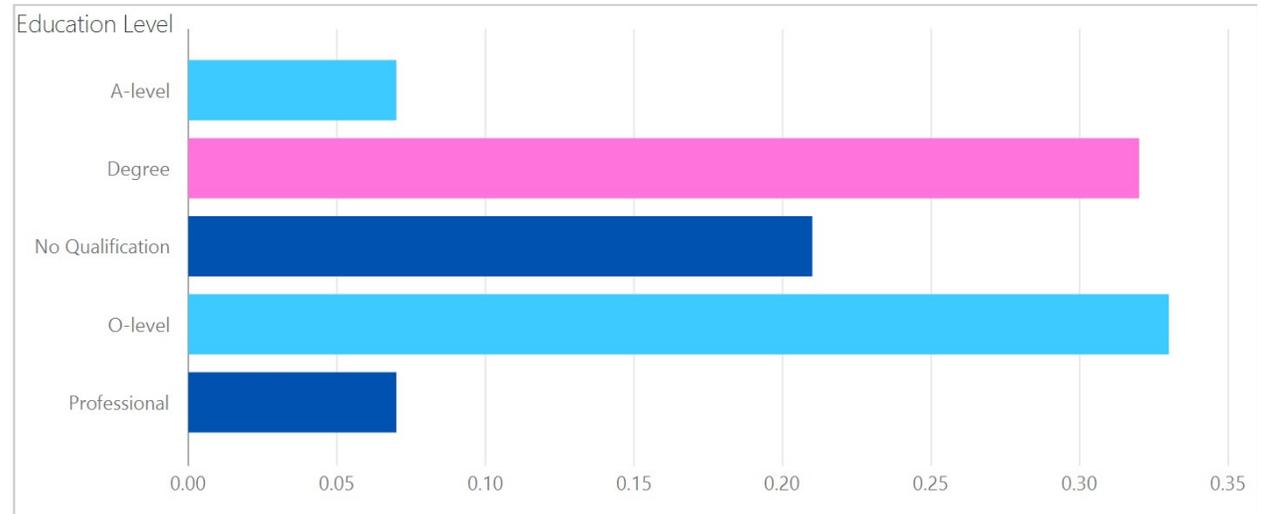
The share of shoppers targeted that shopped at Asda in the weekends dropped by half to 6% post campaign.

% Shoppers visited Asda  
**6.15**



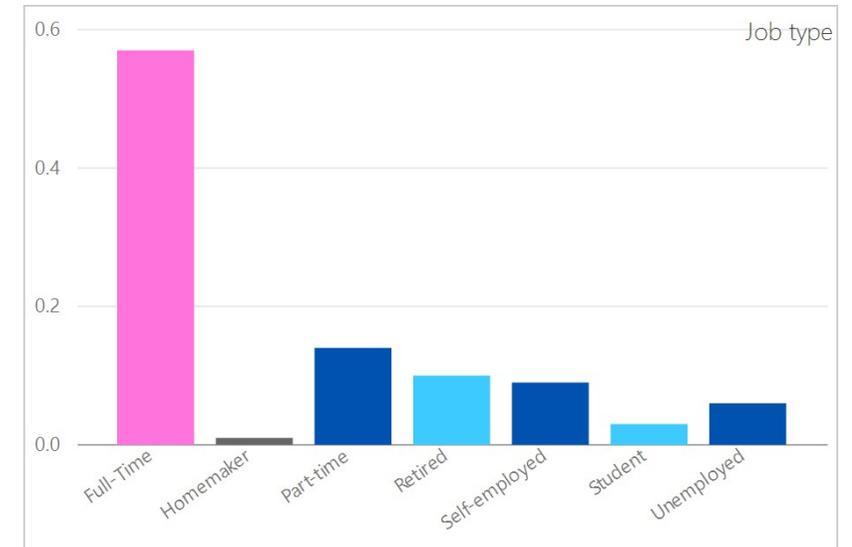
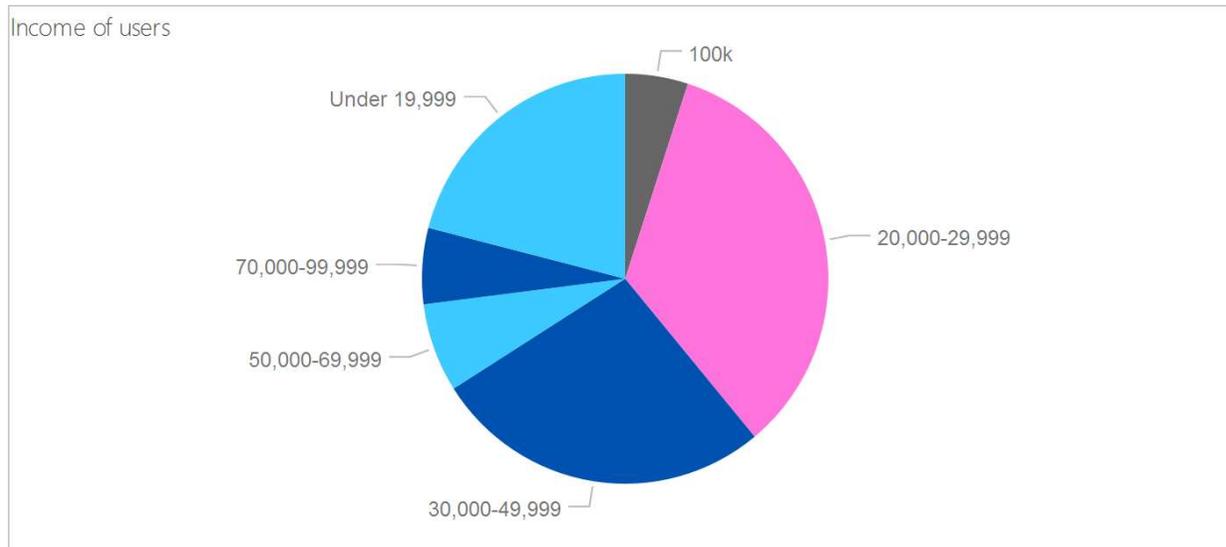
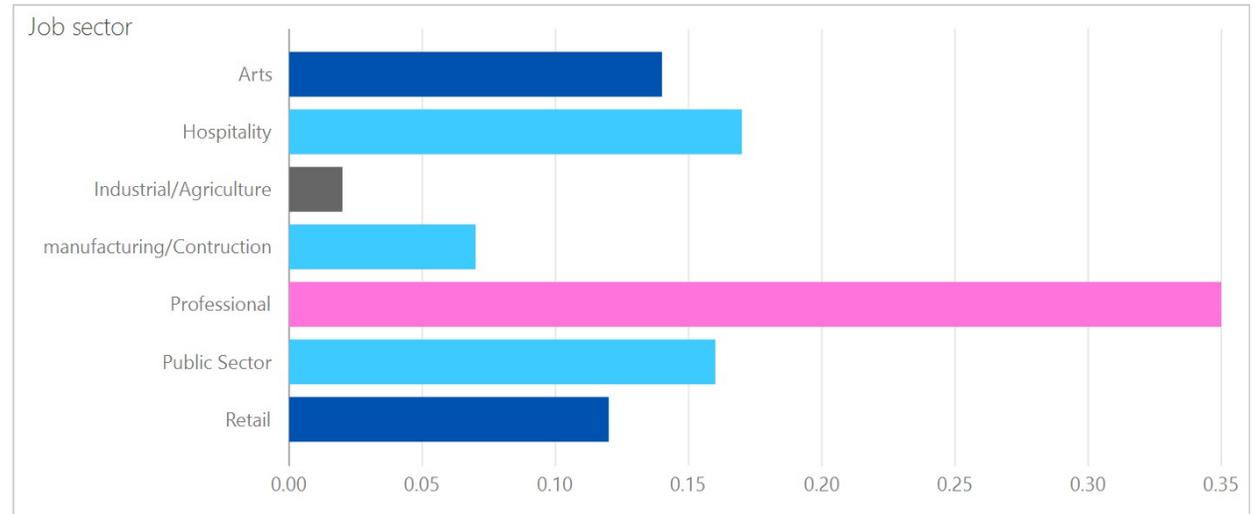
# Demographics of users

Men in a couple with a secondary education were highly exposed to the campaign.



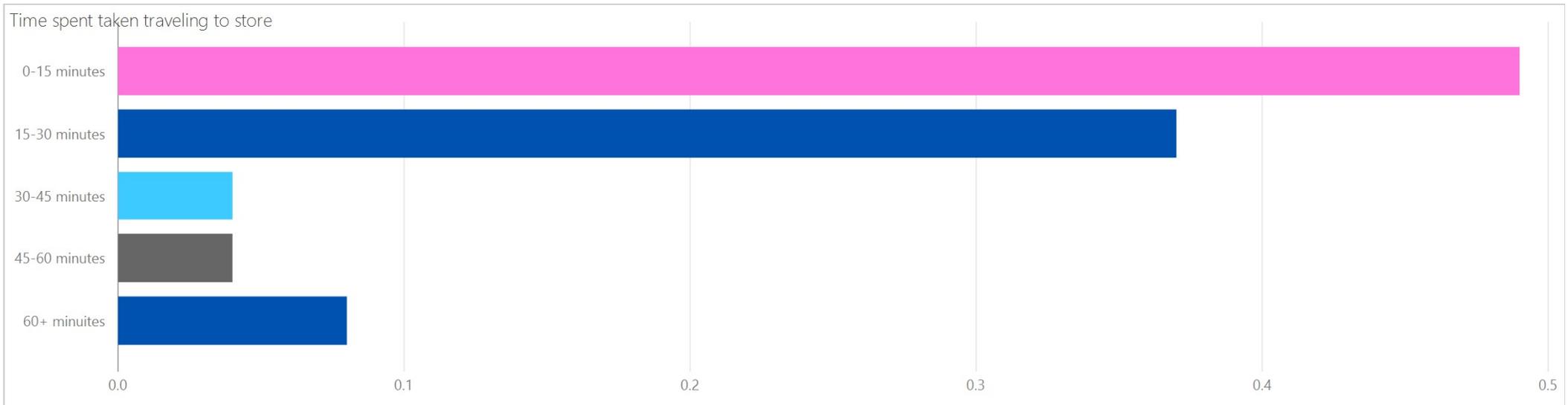
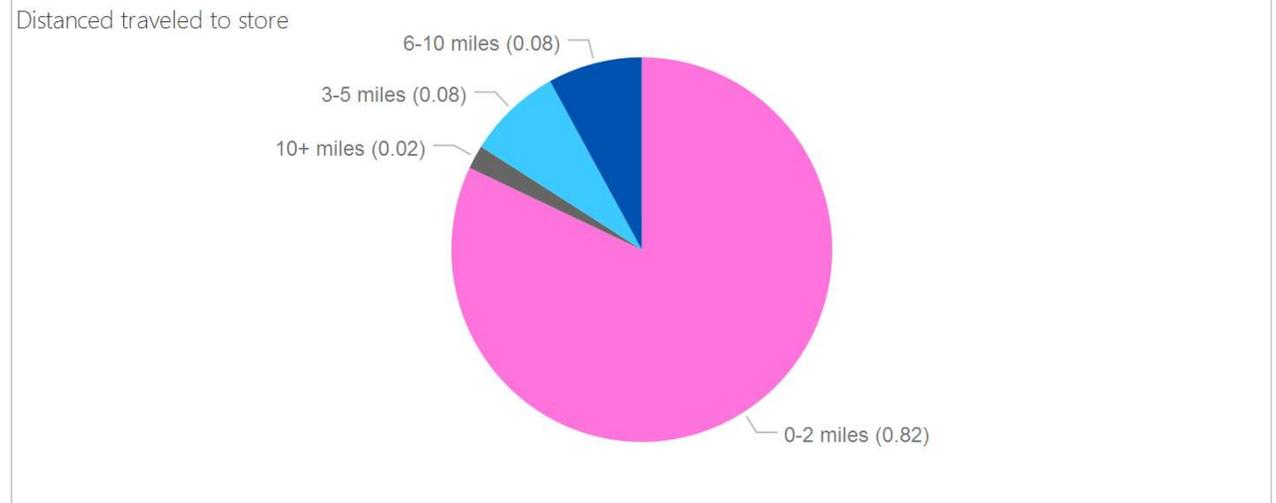
# Income and Job Type

Professionals in full time work earning less than 30k a year made up a high proportion of those exposed to the campaign.



# Distance traveled and time taken

Exposed users travelled a short distance and spent a short amount of time in store.



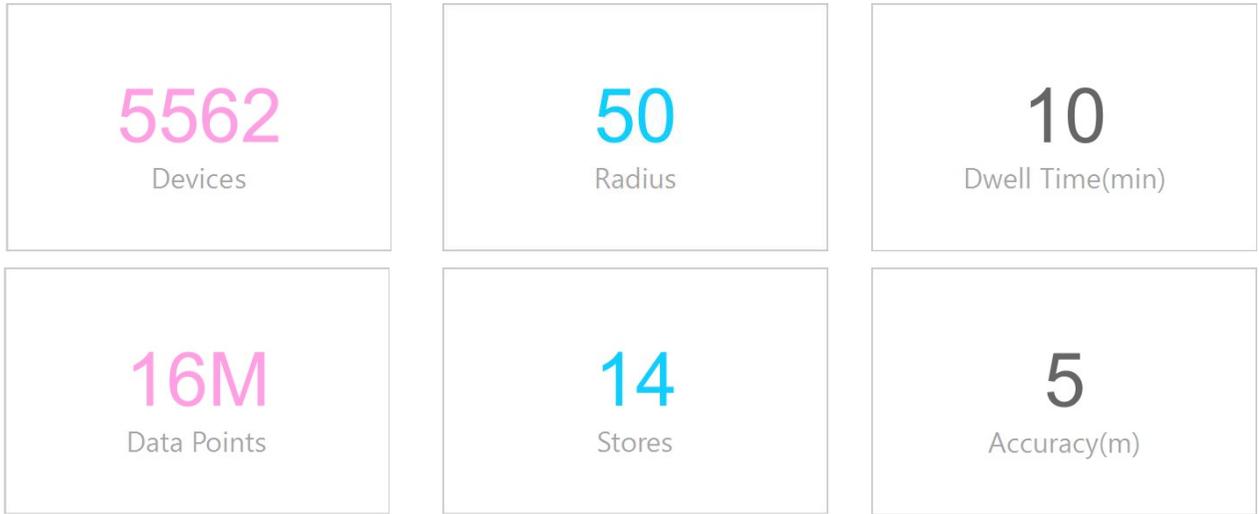
# Appendix

Settings & Impact Analysis

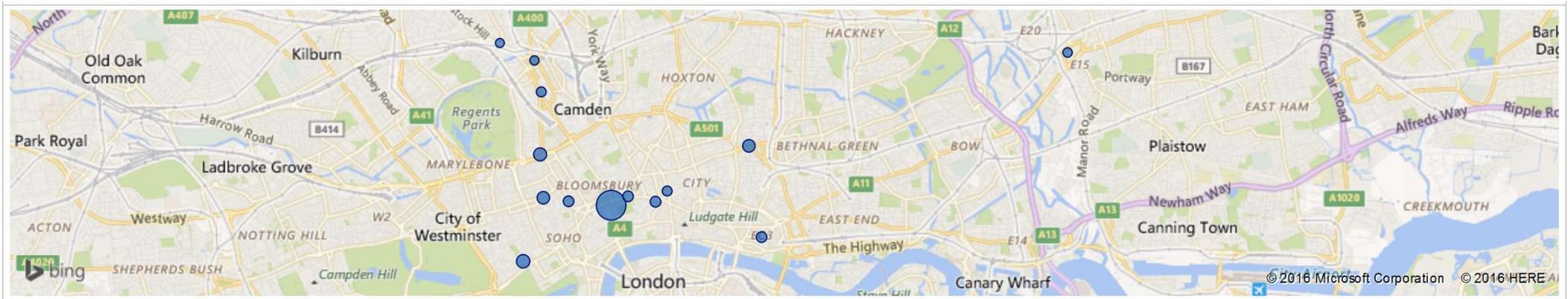


# Campaign Report Settings

We analysed a sample of 5,562 devices that were exposed to the ad campaign when they were in central London.

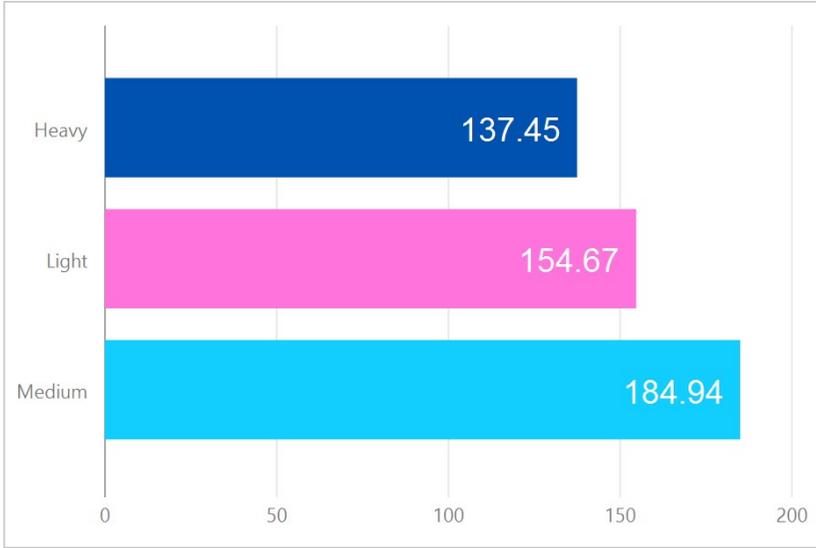
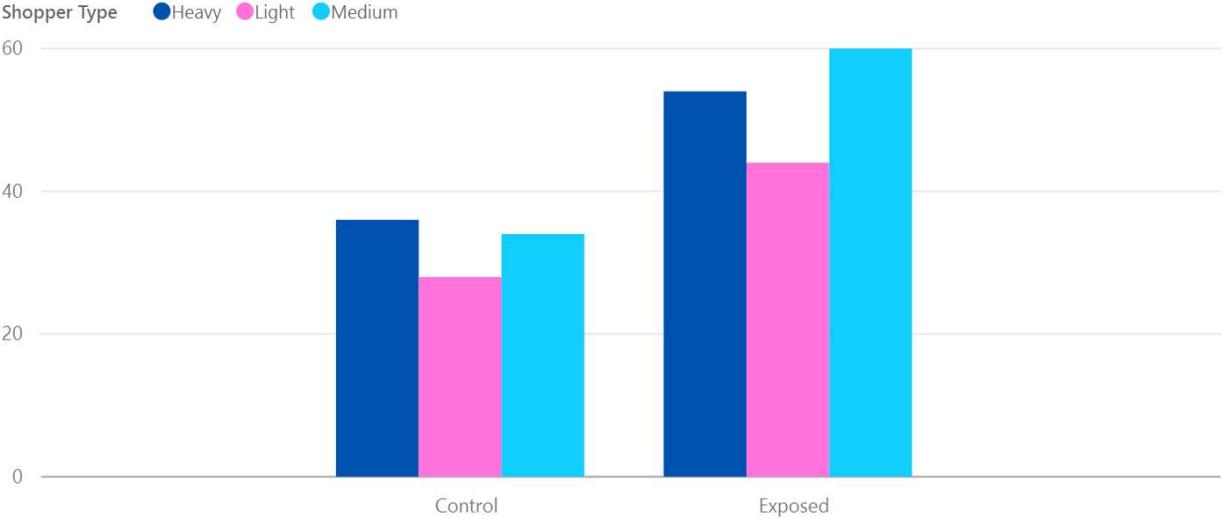
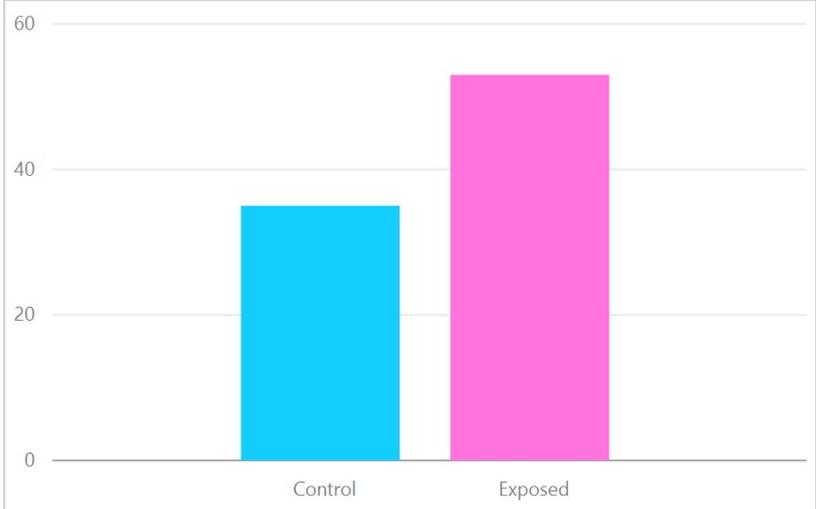


## 14 Stores Analysed



# Short Term Impact

The start of the campaign drove a large uplift in visits for all shopper types.



# Sustained Impact

The uplift in visits was sustained even after the campaign finished.

