



# Footfall analysis

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**Zoom Media x Gillette**



# Lift Study Purpose.

Measuring lift in  
**location visits** using  
exposed & control  
groups.





# How to Build A Lift Study.

## Build an Audience

**Step 1.** Construct geofences around an advertiser's desired locations.

**Step 2.** Geofence DOOH screens where ads will be served during the campaign.

**Step 3.** Build hourly affinity scores for every screen.

## Run the Campaign

**Step 4.** Launch the DOOH campaign.

## Create the Lift Study

**Step 5.** Measure device IDs observed at the selected stores.

**Step 6.** Measure device IDs observed at DOOH screens.

**Step 7.** Categorise device IDs into control and exposed groups. By studying playlogs, Hivestack can determine which device IDs passed by a geofenced screen when the campaign's creative was in play (exposed group) and not in play (control group).

**Step 8.** Attribute lift in foot traffic by comparing the exposed group's visitation rates with the control group. If 0.001% device IDs from the control group visited a selected location, while 0.0015% from the exposed group did, lift is **1.5x or 50%**.

## Main Metrics

### Control Group

MAIDs observed within a screen geofence when advertiser ad was not playing.

### Exposed

MAIDs observed within a screen geofence when advertiser ad was playing.

### Lift

Exposed/Control – effectiveness of the campaign driving these people to the locations.

### Modeled Incremental Walk-ins

Modeled walk-in is multiplied based on ratio of data partner access to phones vs total GB population.

### CPIV

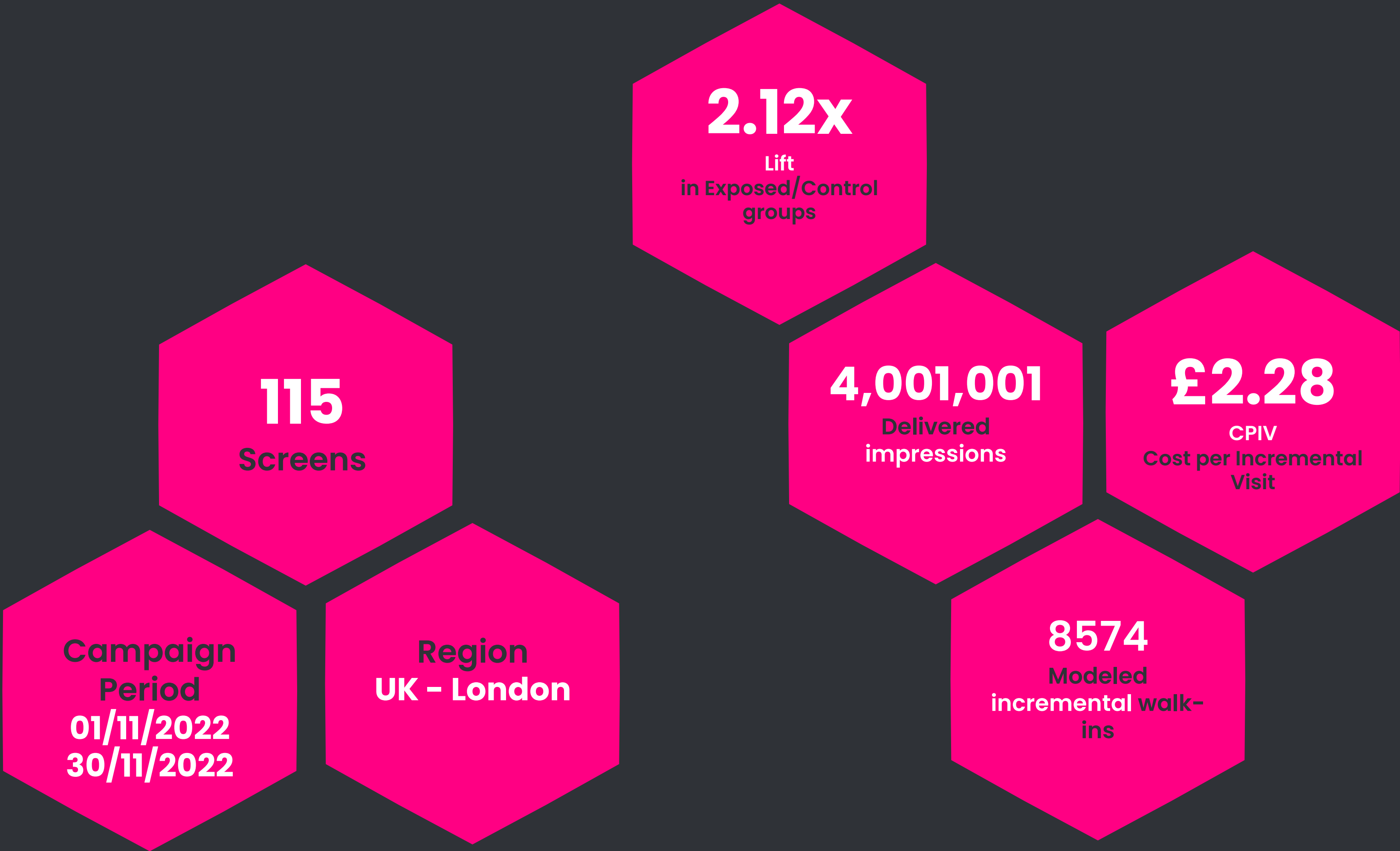
Cost per incremental visit, based on how much spend in the campaign based on the incremental walk-ins we drove.

# Footfall Strategy .

Lift Dashboard: [Click here to view](#)

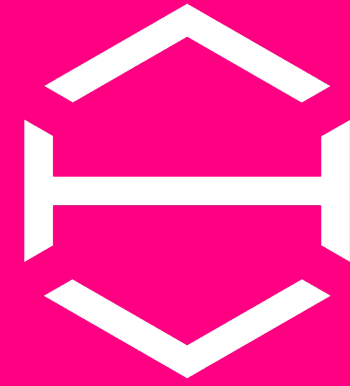
Hivestack ran a DOOH campaign for Zoom Media UK x Gillette in London.

The objective of this study is to measure the campaign's impact on the visitation rate within key retailers throughout England.









**Hivestack**

**Thank you.**



[hivestack.com](https://hivestack.com)