

Digital Out of Home drives over 50% incremental store visits for national retailer



A prominent national retailer worked with Place Exchange to conduct a foot traffic study to determine the impact of DOOH media in driving visits to their brick-and-mortar stores in New York City, Chicago, and Los Angeles. The retailer enlisted a 3rd party measurement solution to compare exposed consumers to an audience-matched control group to measure statistically significant lift.

Key findings from the study:

- **Over 180K** unique consumers were exposed to the campaign
- **Over 42K** in-store visits were made by consumers exposed to the campaign
- **50.3%** of visits were incremental and would not have occurred without the campaign
- **38%** of all DOOH-related visits to store locations occurred within 14 days after the first ad exposure