

Smarter Local Marketing Using Dynamic Footfall

Client: National Fast Food Chain



The Challenge

Our client, a national fast-food restaurant chain, was planning a major local marketing campaign across 12 high streets. On the surface, each location appeared equally busy, making it difficult to determine where OOH advertising and local door drops would have the greatest impact.

Previous campaigns had shown that high visibility didn't always translate into stronger performance. The challenge was to look beyond how busy each location appeared and identify where genuine demand existed, when it peaked and where potential customers were travelling from.

The Solution

Using Dynamic Footfall, our client was able to look more closely at the differences between the 12 locations:

Compare footfall by hour and day.

Identify how demand changed across each location rather than relying on overall footfall levels.

Understand where visitors were travelling from. Use origin flows to build a clearer picture of the audiences visiting each high street.

Assess competitor proximity.

See how movement patterns related to nearby competitor locations and identify areas of opportunity.

Identify high-value locations.

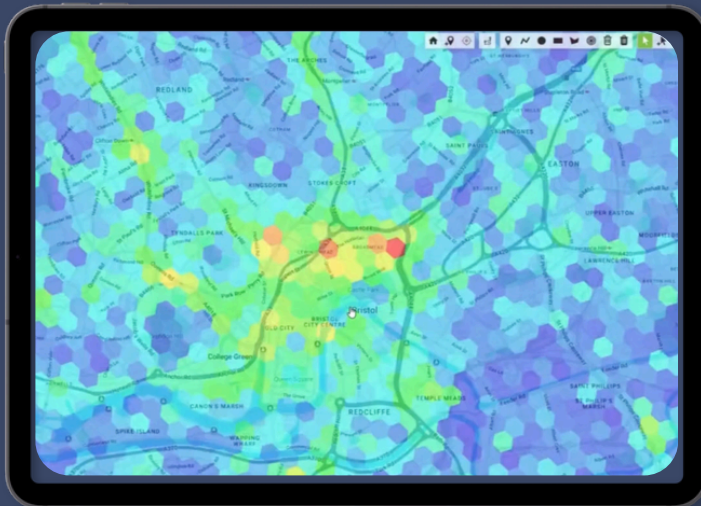
Pinpoint areas where OOH advertising and door drops can be focused instead of spreading budget across every site.

Turning Location Evidence into Results

The analysis revealed meaningful differences between the 12 high streets that hadn't been apparent from visible footfall alone. By comparing when demand peaked, where visitors were travelling from and the proximity of competitors, the original shortlist could be narrowed to just three high-yield areas.

This gave the business a much stronger basis for deciding where to concentrate their campaign, rather than spreading budget across locations that only appeared to offer similar opportunities.

The result was a more focused local marketing strategy, with investment directed towards the selected locations and times where it had the greatest potential to make an impact.



12

Shortlisted high streets analysed

3

High-yield areas identified

Looking Beyond Footfall

Dynamic Footfall provides more than a measure of how many people are in an area. It helps businesses understand how demand changes over time, where visitors are travelling from and how movement differs between apparently similar locations.

Combined with wider Location Intelligence in Periscope®, these insights can help businesses make better-informed decisions about where to invest, expand and focus marketing activity.

When Demand Moves, Your Plans Need to Move With It.

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