



Case study : Measuring the ROI of your digital strategy on foot traffic

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Discover how a local shopping center in a troubled area won +10% foot traffic without changing its marketing budget!



The company featured in this case study is a **downtown shopping center** offering a variety of stores and services, with a **focus on the family**.

The mall had undergone several name changes under its previous owners, and was located in **an area undergoing extensive roadworks**. In addition, the mall is **located directly opposite a competitor**, the other two competitors being located on the outskirts.

Prior to our intervention, the center was already present on social networks and had a website, but was facing major challenges such as **high Facebook advertising costs, almost no visitors to the website and declining foot traffic**.

The marketing budget was considerable, and the objective was to optimize it by maximizing the return on investment (ROI) on foot traffic.

Nearby pedestrian traffic was **100,000 people/month**, but **less than 10,000 people per month entered the center**. Once inside the center, on the other hand, **the conversion rate exceeded 40%**!

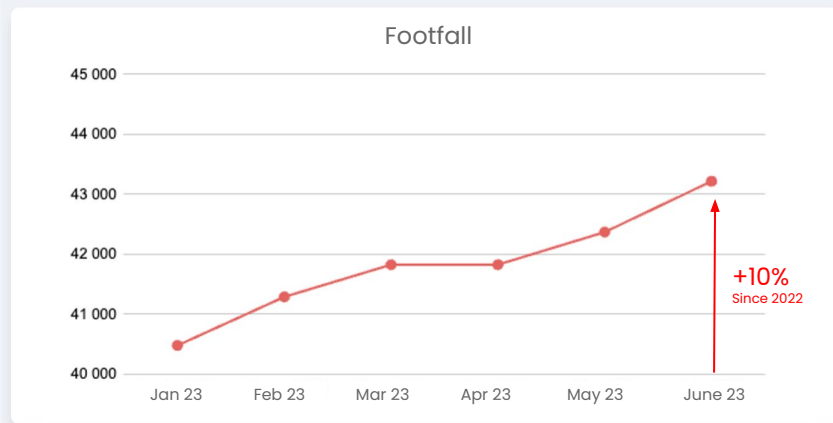
The major challenge was **to acquire pedestrians**

An increase in pedestrian traffic as perceived by our customers, confirmed by growth in excess of 10%!



As early as June, we noticed a drastic increase in pedestrian traffic. Comparing the results with a count carried out the previous year, **+10% increase in pedestrian traffic was noted!**

Please note: the previous year's count was carried out during an event organized by the shopping center. The increase in pedestrian traffic is therefore underestimated.





Would you like to find out more about how we achieve these results?
Come and meet us!

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