

Case Study: Footfall Attribution



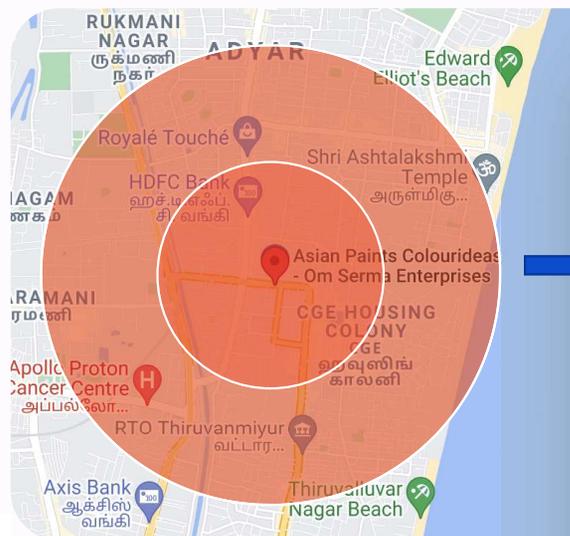
As Consumers spend more time Indoors, Asian Paints asks them to repaint their Homes post lockdown

Results

800 Stores Geofenced

2X CTR vs eMarketer Benchmarks

14.5k Footfalls Driven in 20 Days



- POI/Polygon Targeting
- Footfall Attribution
- Call Nearest Dealer CTA
- Store Locator CTA

