

Infographic

How footfall counting improves marketing

01

Make marketing more efficient

Improve your marketing spend by knowing which campaigns are most effective in increasing footfall. Less waste, more profits.

02

Improve impact of marketing messages

Measuring footfall lets you know if your messages are interesting to people. If yes, the attribution takes it one step further to give you insights such as if the "Call to Action" is strong enough.

03

Raise the quality of your marketing

Your campaigns should be giving a scalable value to shoppers. Your advertisements should be informative or interesting. Footfall attributes let you know if the audience is engaging in your advertisement.

04

Improve segmentation of target markets

Visit rate tells which segment of the audience views your ads and converts. Plan your future advertisements while analysing the conversions of the present ones as compared to the historical data.

05

Measure returns on marketing efforts

You should not only be creating campaigns to attract attention, but they should convert to sales. Know who visited your location to buy from you and if they are providing you value in return.

Improve your marketing with our people counting solutions



+27 71 540 2113

