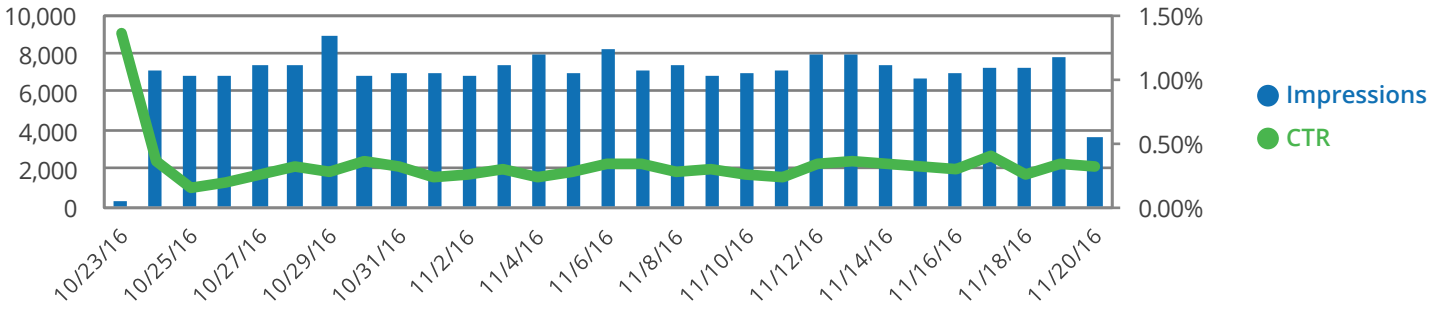
McDonald's

CASE STUDY | FOOT TRAFFIC ATTRIBUTION

Marketron DIGITAL

CAMPAIGN PERFORMANCE



RESULTS

201,003 Impressions
594 Clicks
.30% CTR
2,872 Store Visits
$0.26 Cost per Visit

CLIENT QUOTE

"By using the Foot Traffic Attribution product, we were able to increase transparency in the LBA product and validate the cost per visit for our client. We are excited to see where using this product takes us."

foot traffic attribution

Foot Traffic Attribution analyzes the impact of mobile advertising campaigns on in-store visits and traffic patterns. Marketron leverages a smarter, more accurate methodology to collect and analyze location data, allowing our intelligence platform to provide marketers a clear view of how effective they are in driving consumers to store.

(208) 788-6800 | mobile@marketron.com | marketron.com/digital |

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