QSR / Coffee Shop Foot Traffic Case Study

Case Study QSR / Coffee Shop

A national coffee shop / QSR chain ran a LinkNYC & Philadelphia street media campaign designed to drive foot traffic to brick-and-mortar locations

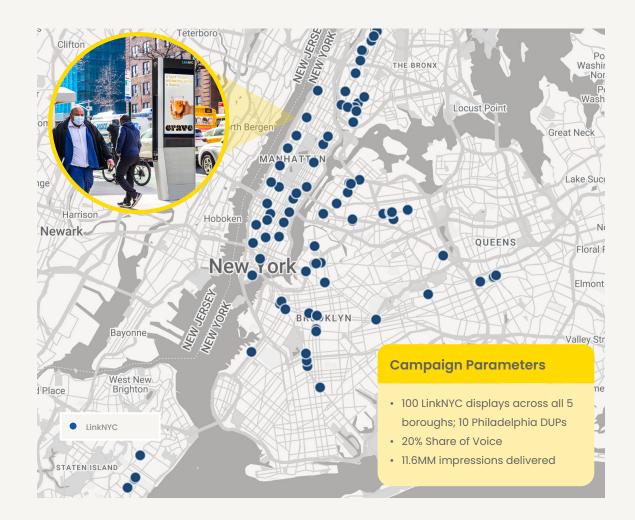
Campaign Objectives

Goal Drive foot traffic to

retail destinations

KPIs Lift in store visitation





Digital street media units were selected across New York City and Philadelphia, including **LinkNYC**

Foot traffic to store locations rose within days of campaign exposure, driving a strong lift in footfall attributable to the brand's street media campaign





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Increase in incremental store visitation within 4 days of ad exposure

Source: Foursquare, 2022



