Decathlon - Opeco PPT and Opeco Outdoor

**Brand / Retail Chain | *Partner* | Romania | 2019 MAR - MAY**

CAMPAIGN OBJECTIVES

Following the 2018 success with Footfall Attribution campaigns, **Decathlon Romania** continued 2019 with two campaigns between Q1 and Q2.

Campaign objectives are standard for a footfall attribution campaign: **Brand awareness**, **promotion of the specific Opeco deals** and **conversions** into Footfall eventually leading to measurable **ROI**.

MATTHIAS & ASSOCIATES

Decathlon - Opeco PPT and Opeco Outdoor

Brand / Retail Chain | *Partner* | Romania | 2019 MAR - MAY
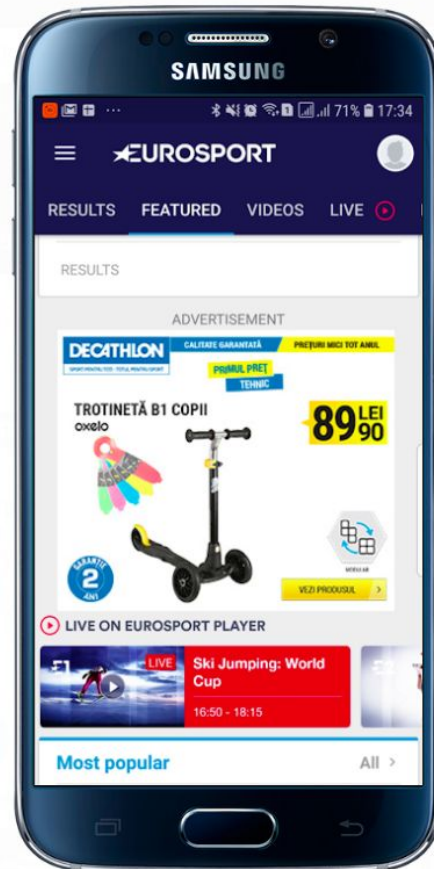
OUR SOLUTIONS

Continued Footfall Attribution setup (as in 2018

- 1km radius **influencing fence** around 20 Decathlon stores
- High precision (20m to 30m) **measurement fence** on the stores
- Footfall attribution measurement in the form of banner display inside influencing fence + measurement fence

New in this 2019 campaigns was the banner split into **12 different themes**, i.e. different set of creatives for each subject.

In total we were using **48 creatives**, reporting individual results for 12 different subjects, **managed as individual campaigns.**

MATTHIAS & ASSOCIATES

Decathlon - Opeco PPT and Opeco Outdoor

Brand / Retail Chain | *Partner* | Romania | 2019 MAR - MAY

RESULTS

Close to

847,000

views

7,830

clicks

Above industry standard

0.92%

CTR Rate

Promotion and Footfall Attribution on

20

Locations

Footfall Measurement

888

Unique Users

MATTHIAS & ASSOCIATES