Footfall

You may think that driving people to your website is the only use for online advertising – but did you know that if you have a physical shop, Eskimi Ads can be key in bringing more customers through your business' front door?

Footfall is a marketing term used by retailers for describing the number of customers that enter their stores.

Footfall attribution is a method for correlating digital marketing campaign impressions with actual store visits.

The primary goal is to initiate offline user activity to your physical store/location.

Footfall table example in the Eskimi DSP report (the footfall table is called **Audience table**)

Audience table

Date	Audience name	Users count
2025-02-12	Autozone's Showroom - Hail - King Abdullah Rd, Al Khamasiyah Hail, 55423	0
2025-02-12	Autozone's Showroom - Tabouk - Prince Fahd Ibn Sultan Rd Tabuk, 47316	0
2025-02-12	Autozone's Showroom - Kakia Makkah - Al Lith Rd. Mecca, 24353	0
2025-02-12	Autozone's Showroom - Jeddah - King Abdullah Road, Naseem Dist., Jeddah, 23236	0
2025-02-12	Autozone's Showroom - Ahsa - Riyadh Road, North Sulaimaniyah Al Hafouf, 36421	0
2025-02-12	Autozone's Showroom - Al Riyadh - West - Alawali, Riyadh 14924, Riyadh	0
2025-02-12	Autozone's Showroom - Taif - King Khalid Rd, Naseem Dist. Taif, 26524	0
2025-02-12	Autozone's Showroom - Al Madinah - Airport Road Medina, 42322	0
2025-02-12	Autozone's Showroom - Jazan - King Abdul Aziz Rd., Al Safa Dist. Jazan, 82721	0
2025-02-12	Autozone's Showroom - Buraydah - King Abdulaziz Rd,Al Nakhil,Sultanah Buraydah, 52375	0
Total:		0

Technology

Target users in different places. You can choose a wide range of targeting opportunities:

1. **Country-wise** - you can target the whole country. However, this may reduce the likelihood for people to visit your store if it in another part of the country.
2. **Regional wise** - this targeting would allow you to still reach a rather big amount of users, but it should bring better accuracy than country-wise targeting.

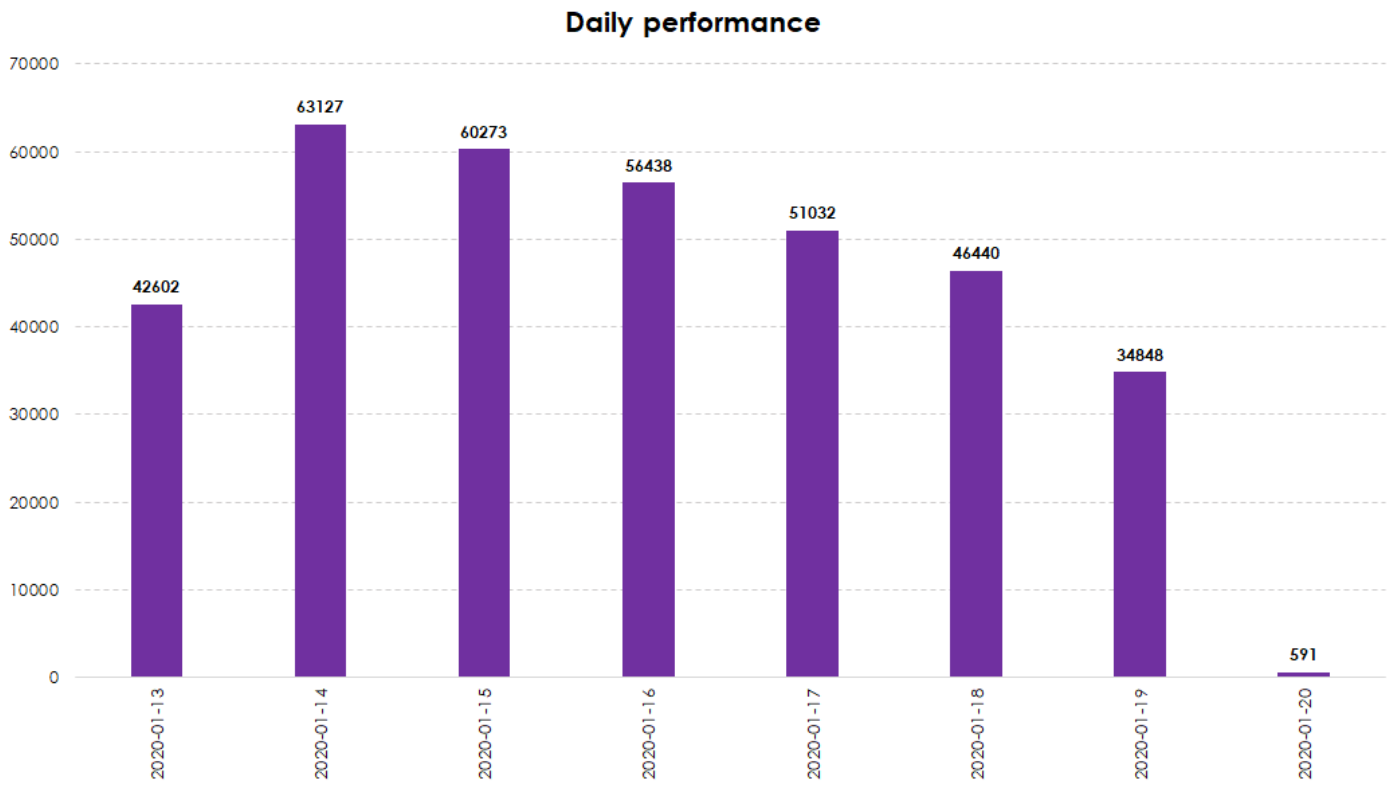
3. **Radius targeting** - To maximize the footfall results target users who are frequently next to your physical shop. Radius can differ depending on your goal, country, amount of shops, and other factors.
4. **Other targeting opportunities** - to reach good results the essential thing is to target app traffic. So you can use previous geofence audiences, impressions audiences from previous campaigns, interest audience and etc. Just don't forget to enable only apps.

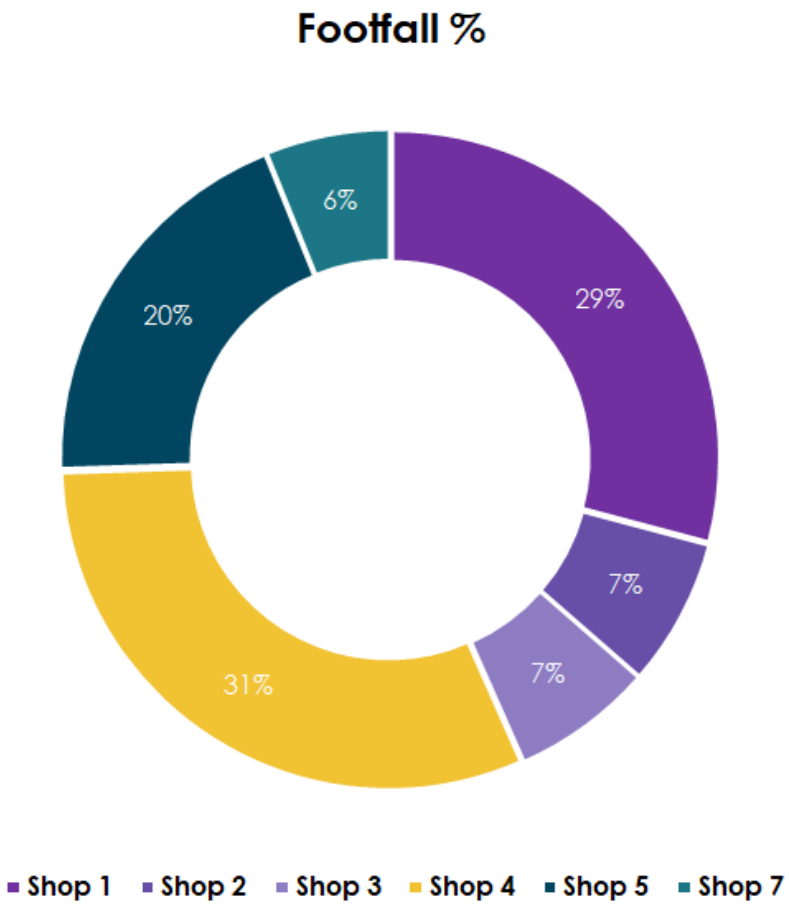
Footfall technology is based on various data segments. From which the primary is device IDs which is analyzed and compared from the users who have seen the ad and appeared in your physical store/location. Also, the solution takes into consideration real-time GPS location data. Meaning, that users are captured and analyzed in real-time.

Limitations - the majority of users will be reached on apps

Results

Eskimi DSP not only enables footfall measurement, but also helps your brand better understand the type of audience reached. It provides valuable audience insights based on the collected data and allows you to dive deeper into the results for a more comprehensive understanding of footfall performance.

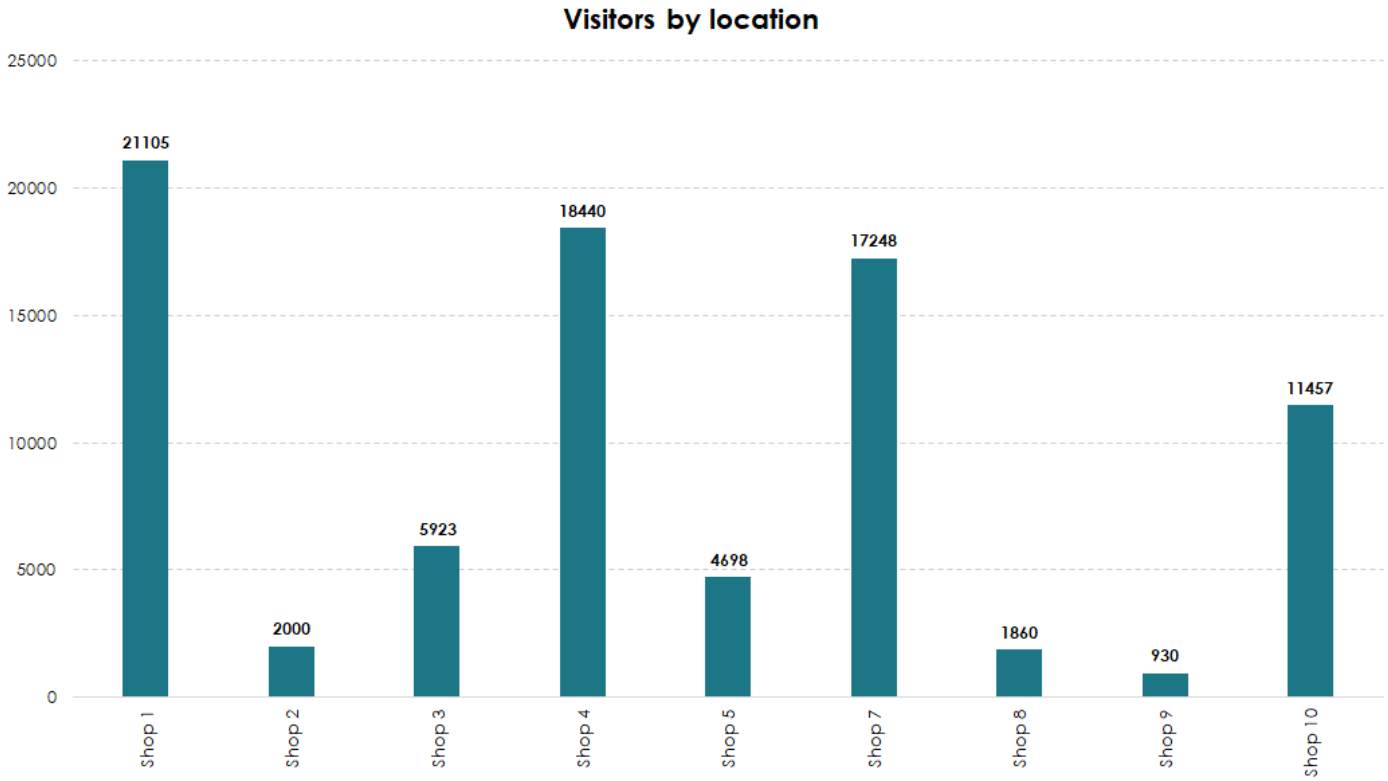




Shop Name	Footfall visits
Shop 1	6,607
Shop 2	1,650
Shop 3	579
Shop 4	97,053
Shop 5	4,399
Shop 6	200
Shop 7	386
Shop 8	231

Shop Name	Footfall Visits	Footfall Rate %*
All Shops	1,354,556	1.4%

***Footfall rate is counted:** footfall visits / campaign reach. Footfall visits are a sum, not unique users, so the rate is not a share of unique users.



Traffic Source	Footfall Users	Footfall Rate %
Region 1	44,555	1.21%
Region 2	21,334	0.91%
Region 3	10,341	0.56%
Region 4	9,443	0.10%

Traffic Source	The Most Visited Shop
Region 1	Shop 5
Region 2	Shop 1
Region 3	Shop 2
Region 4	Shop 4

These reports are provided as examples. Their level of detail depends on the campaign setup and segmentation. They are not automatically generated in the dashboard, but are prepared by our internal reporting team.

Media Planning

Budget: We strongly recommend starting from 10 000$. As with this budget, the client would receive the full package of footfall possibilities.

Audience Collection: Plan at least 2-3 days before the campaign launch for the audience collection.

Goal: Clearly understand the client’s objectives, what they aim to measure, and how they define success. Additionally, confirm whether they will track any metrics on their end.

Reporting: Inform the client that it will take up to 3 working days to prepare the report.

Footfall reporting

1. Displays cross-matches between the targeted audience and the footfall audience.
2. Displays the sum, not an overlap.
3. The user can be cross-matched at any point in time after the ad is seen.

Why might footfall reach be higher than campaign reach?

1. Footfall reach shows users in sum, not unique users.
2. The user will be calculated continuously every time he/she visits the location after seeing the ad.

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