

170% Visitation Uplift to a NSW Amusement Park

Case Study

Summary

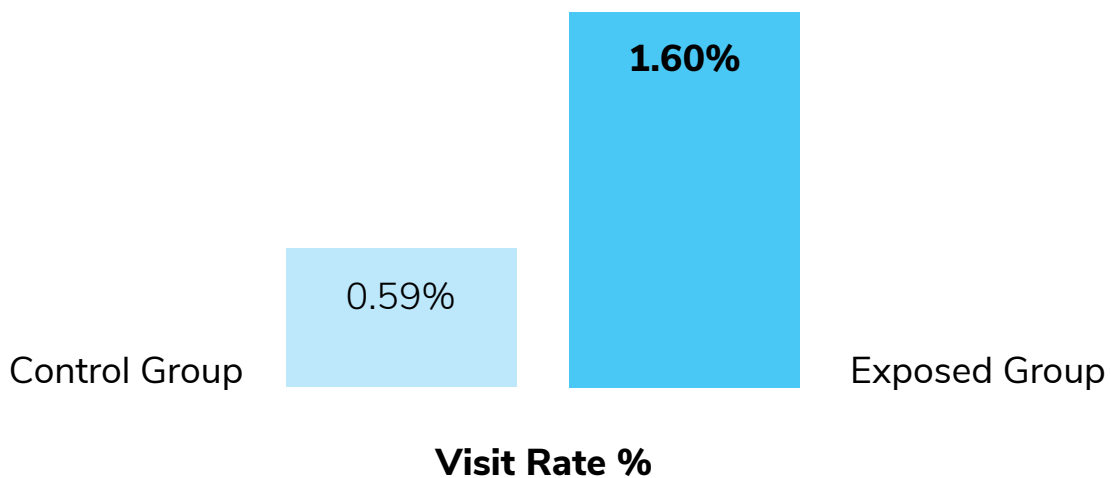
Independent measurement was performed by Adsquare. By comparing the visitation rate of the exposed audience versus the control audience, the analysis demonstrated that people exposed to Wrappr were 170% more likely to visit the Amusement Park than people who were not.

Campaign Details

12 Weeks
4 Advocates
Western Sydney
Side Panels & RW SUVs



+170% Visitation Uplift



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