

12% Visitation Uplift into Stores for a National Food Franchise

Case Study

Summary

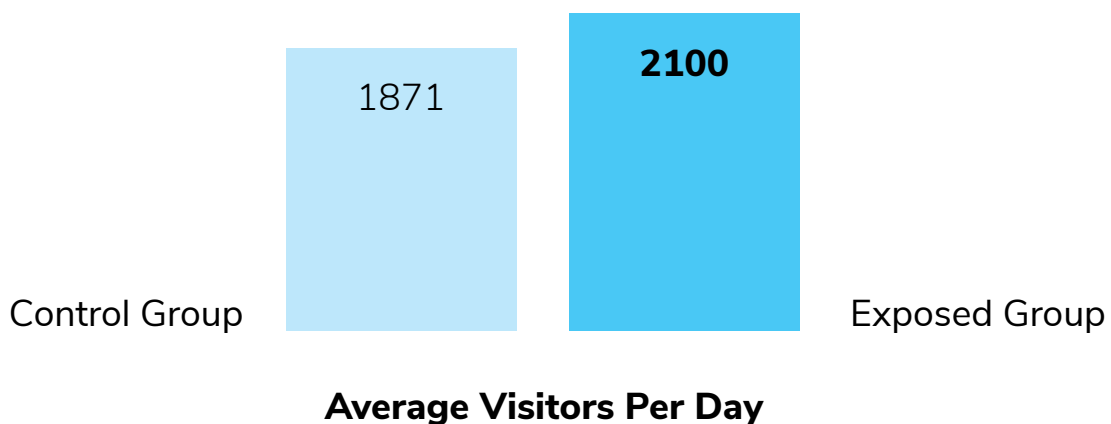
Independent measurement was performed by Adsquare. By comparing the daily visitation rate of the exposed audience versus the control audience's predicted visits, the analysis demonstrated that people exposed to Wrappr advertising were 12% more likely to visit the National Food Franchise stores than people who were not.

Campaign Details

4 Months
3 Advocates
Melbourne
Custom Wrap Hatchback



+12% Visitation Uplift



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